**Housewares Show Section: Pp. 51-119**

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Discount Store News®

THE NEWSPAPER OF THE DISCOUNT DEPARTMENT STORE INDUSTRY

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Woolco's more fashionable presentations in its new prototype store in Clinton, Md., include this upscale mannequin/gown display. Note the print carpeting. (DSN photo)

### Woolco, Nichols, Clarkins Join Trend

# More Chains Redo Layout, Presentation

*Nationwide DSN Report*

Woolco, Nichols and Clarkins have joined the growing list of discounters rolling out new store designs in the last few months, as the industry reacts to a slower-than-expected recovery from the mini-recession of 1980.

Increased pressure on the bottom line has forced discounters to seek new means of bolstering productivity at the store level, while cutting inventory and operating expenses. The battle to get shoppers to spend more of their disposable income on each trip into the stores has prompted K mart, Richway, Big K (prior to the Wal-Mart offer), Woolco, Nichols and Clarkins to improve their presentations and upgrade some merchandise categories in an intensified battle for the consumers' dollars.

Woolco officials refused to comment on the significance of the layout changes evident in its new Clinton, Md., store (opened Oct. 29).

But, it seems clear that the nation's second-ranking discounter has not fully settled on its plan to (finally devise) and unveil a prototype later this year that will send soft and hard goods each to its own side of the store (DSN, Dec. 8).

The most obvious change in this strip center store is the presence of housewares at the front of the store, just to the left of the first checkout. Generally this high-traffic area is stocked with H&BA. The second major change is the relocation of men's and boys' wear deep in left field, adjacent to sporting goods, camping and auto (which form the corner in the left rear of the store). The area is merchandised so that outdoor wear—down vests and hunting jackets—face and jump across the aisle into camping.

H&BA joins jewelry, fragrances and cosmetics in deep right field, behind shoes and jewelry and in front of domestics, which hugs the rear wall. A serviced cosmetics/jewelry

*(Continued on page 124)*

# May's Family Centers Owners Buy Community, Will Merge Chains

SCHERERVILLE, Ind.—The owners of May's Family Centers have purchased all the stock of the 11-unit Community Family Centers for an undisclosed amount and plan to merge the two discounters.

Michael Saywitz, who is president of both chains, said Community was acquired because its stores are in the same Greater Chicago market as May's, which operates 13 units, seven under the May's name and six under the Belscot logo.

May's overhead is expected to increase only slightly while it could gain about $50 million in sales to hit the $100 million level, he said. Community would be operated out of May's headquarters using the latter's current staff, while the combined increased ad budget would be less than Community's total advertising expense.

May's last year acquired the half-dozen Belscot stores to about double its volume to $50 million.

Community, before its stock was sold to Michael Saywitz ~~and his brother~~, Herbert, who is now chairman of the two companies, had been negotiating the sale of the leases of a number of units in Chicago to Zayre, which has 30 stores in the market.

May's is continuing these discussions, Saywitz said.

Community, under the Saywitz ownership, has undertaken an extensive newspaper and TV ad campaign to regain the customers and sales lost while the discounter's future operations were uncertain.

*(Continued on page 5)*

# Barkers Wins DSN's DISC Award

NEW YORK—The winner of the 1980 DISC (Discounters In Service to the Community) award is Barkers, for a program that emphasized volunteerism and involvement at the local level.

"This award is a testament to our employees who, when given the freedom, selected local causes to support and exercised ingenious and creative ways of helping," said Barkers vice president of employee and community relations Arlyne Imberman. "The prize was won by the Barkers employees in communities where the stores are located. It is a program for the people, not corporations."

The Barkers program included such diverse activities as American Cancer Society marathon pledges, visits to nursing homes, raising funds to pay for a child's life-saving operation, giving educational seminars in retailing, sponsoring blood drives and a multitude of other projects conceived and carried out by Barkers store employees in almost all of the 63 Barkers stores.

Barkers employees are allowed time off to participate in community projects. In-store committees determine specific needs of the community, and act on them.

"As a result, each store's program is totally individual and tailored to a town's needs," ex-

*(Continued on page 5)*

## Catalog Showroom News Spotlighted

In order to provide the most comprehensive and concise coverage of the catalog showroom industry—one of the fastest growing retail segments—*Discount Store News* will include a Catalog Showroom News section in every issue. We believe it is important for discount department store retailers to keep posted on the news and issues within the catalog industry. Catalog Showroom News will make it easier to keep up to date with this rapidly developing and important market. In this issue, Catalog Showroom News appears on p. 13.

# Kittay: King's/Barkers Merger to Involve Reformatting Stores

*"It will take time for the companies to absorb each other. It can't be done overnight."*—Sol Kittay, chairman, Cornwall Equities, and president of King's.

*Sol Kittay, chairman of Cornwall Equities, the parent company of Barkers and Franklin Stores, met last month with* Discount Store News *in his Manhattan office to discuss the recently consummated acquisition of the two retailing operations by the King's chain. Kittay owns a 12% controlling interest in King's, and has been acting as the chain's president since last April, when he replaced Bernard Litwak, who left to become president at FedMart, San Diego. Kittay has operated Barkers and Franklin Stores since 1974, which he bought as a single entity after selling his ownership of BVD, a manufacturer of men's underwear. Prior to that, he owned the successful National Shirt Co.*

**DSN:** How did Cornwall handle the merger of King's and Barkers?

**KITTAY:** We handled the merger absolutely at arm's length. There was an independent committee of King's board members, comprised of directors I didn't know, who had been on the board long before my arrival, working absolutely independently. They picked their own counsel, they picked their own investment banking house, they picked their own consultants, and they spent months evaluating the merger. I never appeared at their meetings. It was negotiated at arm's length, as though we were strangers, until they arrived at a decision. Then we sent the proxy statements out to the stockholders and called for a special meeting to vote on it. I didn't vote the stock I had at all—only the other stockholders voted. And they voted overwhelmingly in favor of the deal.

*(Continued on page 23)*

# Under-2%-Shrink Discounters Are Profiled in NMRI Security Survey

**Policies for dealing with shoplifters; By shrinkage percentage, how the decision to prosecute is made.**

| | Among chains with shrinkage rates | | |
|---|---|---|---|
| Prosecute: | **2.0% or less** | **2.1-2.9%** | **3% or more** |
| All customers caught | 73 9% | 58.8% | 46.2% |
| All employees caught | 69.6 | 47.1 | 76.9 |
| Only when a loss prevention person is a witness to the crime | 4.3 | 23.5 | 30.8 |
| Only when the loss is great | 8.7 | 35.3 | 38.5 |

**Actions that retailers believe will do the most to reduce shrink**

| | Percentage of respondents among chains with shrink rates | | |
|---|---|---|---|
| | **Under 2%** | **2.0-2.9%** | **3% or more** |
| Increased employee education | 69.6% | 70.6% | 27.3% |
| Improved employee screening | 17.4 | 17.6 | 9.1 |
| Increased security force | 17.4 | 17.6 | 18.2 |
| Improved paperwork and accounting systems | 8.7 | 35.3 | 27.3 |
| More control by the district mgr. | 17.4 | 5.9 | 0.0 |
| More control at registers | 8.7 | 11.8 | 18.2 |
| Increased prosecution | 8.7 | 5.9 | 18.2 |
| More control over purchasing | 13.0 | 11.8 | 0.0 |

NEW YORK—Discounters with shrinkage rates under 2% of sales are more likely to prosecute all customers who are caught shoplifting; more likely to emphasize a retailing background for security personnel; more likely to have the store security head report directly to the store manager—and more likely to improve their shrinkage statistics than chains with higher rates.

These are some of the findings in the 1980 "Inventory Shrinkage Control and Security in Mass Retailing" survey of the National Mass Retailing Institute (NMRI), conducted by Arthur Young & Co.

The research contains data from 62 retailers with more than 13,000 stores, with an aggregate volume of approximately $18 billion.

Of those responding, 56.5% of the chains prosecute all shoplifters, more than 58% prosecute all employees caught stealing, and less than 4% experience two or more false arrest suits in every 100 arrests.

Low-shrink companies—defined as those with rates under 2% of sales—are more likely to prosecute than high-shrink companies, with annual losses higher than 3% of sales. Among high-shrink companies, 30.8% require a witness to the crime and 38.5% will prosecute only when there is a substantial loss. Only 4.3% of the low-shrink companies require a witness, and only 8.7% limit prosecution to cases in which a large loss is sustained.

Low-shrink companies are also more likely to discount the importance of a law enforcement background, and more likely to seek out security personnel with a background in retailing.

Low-shrink companies attribute most of their losses to employee theft, while high-shrink companies tend to blame shoplifters and vendor shortages. Of the high-shrink firms, 18.2% think that at least half of the shrink came from shoplifters, and more than one fourth from vendor shortages.

That may result from the generally better tracking of shipments by low-shrink companies, which were more likely to know how frequently vendor shortages occurred, and how the frequency of vendor shortages may have changed over the years.

Of corrective measures suggested in the research, low-shrink companies tended more so than high-shrink companies to endorse employee education, better employee screening and more control by distribution managers. High-shrink firms leaned toward better accounting systems.

Errol M. Cock, a partner at

(Continued on page 5)

# CEO Gundlach Exits FedMart; Mann Tightens Personal Control

SAN DIEGO—Heinz Gundlach, chief executive officer and chairman of the executive committee of FedMart, has resigned.

Hugo Mann, chairman of the board and principal shareholder, has replaced Gundlach as chairman of the executive committee and named Jan W. Heydorn, formerly president of Mann's home furnishings division in West Germany (Mann Mobilia) as FedMart's new president.

No new chief executive officer has been named, and no chief operating officer. FedMart's last president, Bernard Litwak, held the coo title until he was fired by Gundlach last October—after only five months in the position.

While Mann consolidates his personal control of the company into which he has thrown so thrown so many millions of dollars drawn from the European retail operations, he is making an additional $10 million investment in FedMart. The five-year, 12½% note is needed to "provide additional capital and improved liquidity in recognition of losses which FedMart anticipates in its first quarter," according to a company release. FedMart's first-quarter losses last year hit $2.6 million on sales of $228.3 million. Losses in the company's last completed fiscal year (ended Aug. 31, 1980) were $6.3 million.

FedMart has also named a new executive vice president of nonfood merchandising, replacing the also-recently-departed Robert Quayle. He is Leonard Williams, formerly general manager for hard and soft lines merchandising at The Treasury.

Gundlach, who remains a member of the executive committee and vice chairman of FedMart, was not available for comment.

## *Dosek Outlines Proposed Rule*

# FTC Seeks Implementation of Full Warranties

*In recent months, the Federal Trade Commission has increased its monitoring of the availability of presale warranty information and is expected to step up its activities in the immediate future.*

*Additionally, the FTC was expected to approve by presstime a new rule regarding "reasonable" duties or obligations on full warranties. The rule will address such subjects as return of products, proof of warranty eligibility, and time for giving notice.*

*A key official involved in enforcement actions and the proposed rule is Edwin F. Dosek, an FTC staff attorney.*

*The following interview with Dosek was conducted by John S. Friedman, Washington correspondent for* Discount Store News.

*"I believe warrantors know the marketplace better than we do. For that reason, they ought to be the captains of their destiny."—FTC's Edwin F. Dosek*

**DSN:** Many discounters believe that your proposed changes will mean the end of full warranties. Will this occur?

**Dosek:** In some instances this rule may change warranties from full to limited. But I think as many full warranties will come into the marketplace as will leave.

**DSN:** In what cases might manufacturers decide to change warranties from full to limited?

**Dosek:** If warrantors have to assume payment of mailing and shipping charges, both ways, that might create some changes. The manufacturer of a small coffeepot then, might conclude that he can get just as much mileage out of a limited warranty as out of a full year warranty.

Also, bookkeeping has to be adjusted, and that internal

(Continued on page 124)

## Spotlight on: A New Toy Chain

### The Mix Makes Progress at Cataloger's Toy Store

Plastic riders and sidewalk bikes, adjacent to the 20-in. and larger bikes, provide the natural progression from toddler to preschool to teen that forms the basis of The Toy Store's marketing strategy. The chain, a recent venture by its parent company, Service Merchandise, opened in Nashville (shown here) and in Louisville last fall. For additional information and pictures, see the Catalog Showroom News section on p. 13.

## In This Issue...

TRADING UP. Discounters are developing new housewares/small appliance areas as part of a trade-up effort to capture more sales and profits. See the special Housewares Show section, pp. 51-119.

GOOD DEALS. A sluggish economy is making for few hot new product lines in consumer electronics this year, but good deals are available from importers seeking to reduce large inventories that have developed. Consumer Electronics Show section, pp. 25-42.

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# May's Owners Buy Community

(Continued from page 1)

In the months preceeding the stock sale, Community's owner had cut back on advertising and let inventories run down.

Community, under the theme of "Serving You Better", has been running 2-3 pages of ads a day in Chicago newspapers.

Saywitz said this ad program couldn't be meshed with May's because the latter's plans were set long before the acquisition.

May's runs the same ads for the stores under its logo and under the Belscot name, changing only the tagline in the ad listing the chain and the location of stores.

Community will be handled in the same way, he said.

The similarity between May's and Community includes both the locations in the Greater Chicago Area and the fact that the two chains are the only unionized discounters in the market. Zayre's proposed acquisition of any Community stores from May's would entail Zayre's closing down the units to terminate the union contract so that the stores could be operated with a fresh slate.

The Saywitzes plan to open the one store Community closed in Highland, Ind., because May's uses local newspapers for its five units in the area, and adding the Community store wouldn't increase its ad cost.

The 10 operating Community stores include eight in Chicago, and one each in Harvey, Ill., and Kenosha, Wis. The 13 stores run by May's include a Belscot in Waukegan, Ill., which is across the state line from Kenosha, Wis.

May's last year acquired nine Belscot units and retained six. The other three were subleased.

The Saywitzes purchased the Community stock from a group of investors headed by Donald Lazar. The investment group had acquired the discounter from Fuqua Industries in 1979.

Lazar, who had been president of Community under its Fuqua ownership right through the sale to the Saywitzes, has become a real estate developer.

# Barkers Wins DISC Award

(Continued from page 1)

plained Imberman.

More than 30 underprivileged kids enjoyed a picnic in upstate New York, sponsored by a Barkers store community relations committee.

Youngsters from an orphanage near Schenectady, N.Y., experienced an unexpected Christmas celebration, complete with a Santa Claus and presents, courtesy of a Barkers in that city.

Two pediatric wheelchairs were purchased through the efforts of Barkers employees, kids went to camp, senior citizens received gifts and visits, ambulance crews got needed equipment, and holiday meals were provided for many lonely people.

The Barkers program is comprehensive, involving large sums of money. But its real value to the communities that benefit and to the chain is its responsiveness to local needs, and the positive feelings that involvement engenders in each Barkers market.

Other chains in the DISC balloting this year included Target, Zayre and Wal-Mart (which finished in a virtual tie for second place behind Barkers), Barkers' parent King's, Jamesway, and others.

Presentation of the 1980 DISC award will be made at a luncheon sponsored by *Discount Store News* in New York, at a later date.

# Control of Shrinkage Is Analyzed

(Continued from page 2)

Arthur Young and chairman of the accounting firm's national retail group, pointed out: "Companies experiencing low shrinkage attribute the bulk of their losses to employee theft, while high shrinkage companies attribute at least half of their losses to shoplifting.

"This correlation is particularly interesting, as we found that low-shrinkage companies tend to take a harder line in prosecuting shoplifters than high-shrinkage companies do."

Richard Hersh, president of the NMRI, added: "The results of the survey provide valuable data to aid retailers in strengthening their security practices."

Complete survey results are available to all retailers through the NMRI, 570 Seventh Ave., New York, N.Y.

**Methods in screening nonsecurity personnel**

| | Among chains with shrink rates | | |
|---|---|---|---|
| | **2.0% or less** | **2.1-2.9%** | **3% or more** |
| Background check | 92.0% | 78.9% | 76.9% |
| Credit check | 32.0 | 31.6 | 23.1 |
| Polygraph | 16.0 | 15.8 | 7.7 |
| Security loss prevention interview | 20.0 | 5.3 | 15.4 |
| Personality or psychological test | 24.0 | 0.0 | 30.8 |

**Security cost as a percentage of retail sales**

| | Among chains with shrink rates | | |
|---|---|---|---|
| | **2.0% or less** | **2.1-2.9%** | **3% or more** |
| Less than 0.1% of sales | 12.0% | 5.3% | 0.0% |
| 0.1-0.333 of sales | 28.0 | 26.3 | 30.8 |
| 0.334-0.499 | 20.0 | 21.1 | 0.0 |
| 0.5-0.999 | 16.0 | 15.8 | 23.1 |
| 1.0 or greater | 4.0 | 5.3 | 7.7 |

# Wal-Mart/Big K

(Continued from page 3)

and a few conflicts," explained Shewmaker of the Big K stores—which are as small as 30,000 sq. ft.—"and Big K has some restrictions on it, mostly financial. But we have good financial strength, and we think we can help.

"We want to salvage as many of the stores as possible, and we've got our people looking at the locations now."

Big K's management has been unable to pull the chain out of its nosedive, which has brought losses of $4 million for the first three quarters of the current fiscal year, on flat sales of $197 million.

Since Wal-Mart has reached this agreement in principle with the Kuhn family members that own and vote almost 50% of the chain's 2.6 million shares, the purchase seems likely to proceed to completion. Present Big K management—chairman and ceo Jack Kuhn, president and coo Gus Kuhn—is "not planning to remain at Big K," according to one source.

# Cook: Net Loss Despite Biz Rise

MAPLE HEIGHTS, Ohio—Cook United reported sales increases for the third quarter and nine months ended Nov. 8 but posted earnings losses for the same periods.

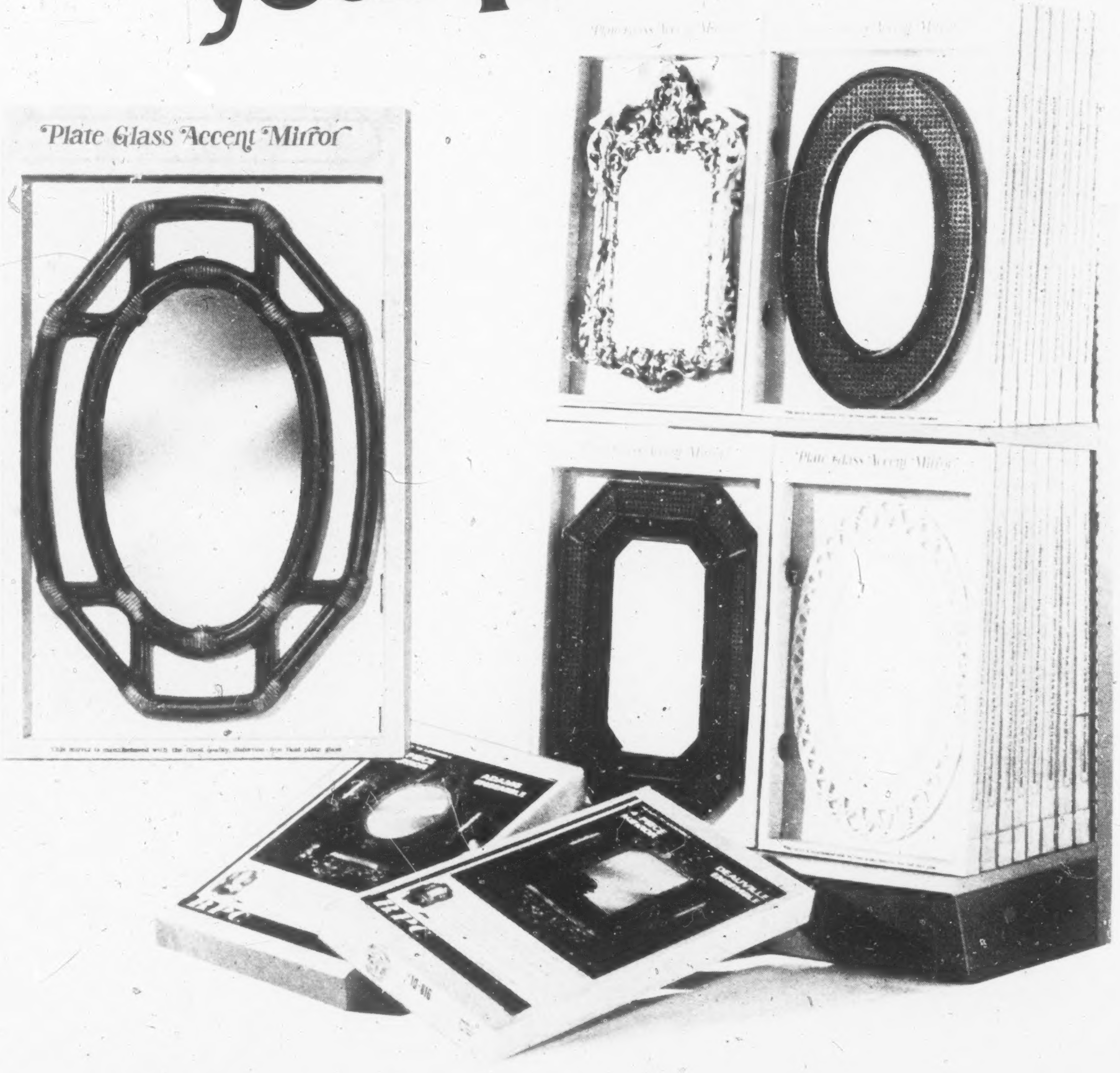
Sales for the quarter increased 4.2% from $97,023,000 in 1979 to $101,068,000. An operating loss of $279,000 or $0.05 per share, however, compared to earnings last year of $644,000 or $0.10 per share in third quarter 1979.

For the nine months Cook United posted sales of $316,768,000, up slightly from same-period 1979's $314,213,000. A loss of $1,249,000 or $0.22 per share compared to earnings of $1,132,000 or $0.18 per share.

The losses were attributed to new store start-up costs and increased pressure on margins from promotional activity.

NEW CONCEPTS FROM NEW HAVEN

Islander Mirror... a new ingredient in your profit mix



Here's one of today's most-wanted looks... bamboo and cane; in a romantic frame for a genuine PPG float plate glass mirror. And to make it even more attractive, we've packaged it in a display package that's dynamite on your gondola or in your own dramatic display. For even more sales drama, check the price point... and your profit margin. You'll agree that the Islander Mirror makes a great new ingredient in your profit mix. Get the whole New Haven story. One collect call to (312) 463-3345 brings it right to your desk.

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See the Islander Mirror, and all the new concepts from New Haven, at the Housewares Show, Booth 3068-72, in Chicago's McCormick Place.

# Housewares Show Section

## Discounters Boost Productivity in Housewares and Home Furnishings

NEW YORK—Discount stores have slightly boosted the productivity of nonelectric housewares and home furnishings, but gross margins and turns of small appliances have slipped, reducing the overall profitability of this category.

Conventional department stores have also increased the profitability of housewares and home furnishings, while maintaining overall productivity of electric housewares.

Operating results covering the two types of retailers for 1979, the latest available period, show wide gaps continue in the markup, gross margin and sales percentage of total volume figures reported for housewares and small appliances by discounters and conventional department stores.

The differences are much narrower for the markdown and stock shortage figures between categories and in the turnover for housewares; the turn figures for home furnishings and small appliances, however, are radically different, as discounters achieved a 15.5 turn for the former and 32.2 for the latter while conventional department stores managed only 2.1 and 3 turns.

The big difference in the turn figures denotes the different merchandising approaches of the two types of retailers.

Discounters, in traffic appliances, rely heavily on this category to draw customers by featuring a large number of small electrics regularly in ads at low prices, while conventional department stores promote fewer items—often higher priced specialty and gourmet products—at close to regular retail.

In home furnishings, discounters concentrate on the fast-turning modular furnishing and home decor items such as lamps and pictures, while conventional department stores include higher profit, but slower moving furniture as a key part of their offering.

The improved productivity of nonelectric housewares reflects discounters' moves into such areas as step-up cookware sets and fashion bath and closet goods. The profit gains in home furnishings has resulted from merchandising of better quality modular furniture such as all-wood pieces and offering a wide mix of fashion lamps as the trade-up from plastic KD and basic lamps.

A comparison of the NMRI's 1979-80 report for discounters with the previous study shows that housewares markup slipped 0.1 percentage points to 35.4% but that gross margins went up 2.2% to 31.6%. Turns and stock shortage remained stable but markdowns jumped 40.5% to 8.3%.

The figures in home furnishing show an 0.5 percentage point slip in markup along with an 0.6 percentage point drop in stock shortage to 2%. Markdowns jumped 34.7% to 9.7%, but gross margins also went up, gaining 2.5% to 32.4%. Turns dropped 13.4% to 15.5% turns.

Gross margins for housewares and home furnishing went up due to the overall trade-up of both categories that more than offset the miniscule declines in markups and the slightly higher increases in markdowns.

Electric housewares, however, didn't have any step-up, as such higher priced appliances as convection ovens and trade-up food processors failed to make a major sales impact. The continued extensive reliance on this category for promotions also negatively impacted small appliances.

Markups dropped 6.[illegible] to 24.1% while markdowns increased 2.5% to 8.1%, so that gross margins fell 7% to 17.4%. Stock shortages remained stable, but turns went down 9.3% to 32.2%, thereby further reducing the category's overall productivity.

The different merchandising attitude to the three categories between discounters and conventional department stores is easily seen in the sales percentage in each area. Discounters view each category as key elements in both basic and promotional hard lines merchandising and housewares, therefore, accounts for 6.2% (down 0.7 percentage points) of total volume, while electrics checks out 2.7% (up 0.2 percentage points) and home furnishings, remains even at 2.3%.

Conventional department stores, with their great emphasis on soft goods, generates

(Continued on page 53)

| | Housewares | | Small Appliances | | Home Furnishings | |
|---|---|---|---|---|---|---|
| | Discount Stores | Department Stores | Discount Stores | Department Stores | Discount Stores | Department Stores |
| Markup | 35.4% | 44.7% | 24.1% | 27.7% | 38.0% | 48.1% |
| Markdown | 8.3% | 7.7% | 8.1% | 6.2% | 9.7% | 9.2% |
| Stock Shortage | 0.7% | 1.4% | 2.4% | 1.7% | 2.0% | 1.1% |
| Gross Margin | 31.6% | 41.9% | 17.4% | 25.0% | 32.4% | 44.6% |
| Turns | 2.6 | 2.1 | 32.2 | 3.0 | 15.5 | 2.1 |
| % of Total Sales | 6.2% | 1.4% | 2.7% | 0.9% | 2.3% | 8.2% |

*Source—Discount stores: NMRI's 1979-80 Operating Results of Self-Service Discount Department Stores (revised). Department stores: NRMA's 1980 "MOR" report of 1979 merchandising and operating results.*

Discounters go with lower markup and gross margin and higher markdown for housewares, electrics and home furnishings than do conventional department stores. The gross-profit-dollar push that enables discounters to make money from these areas is due to the higher turnover.

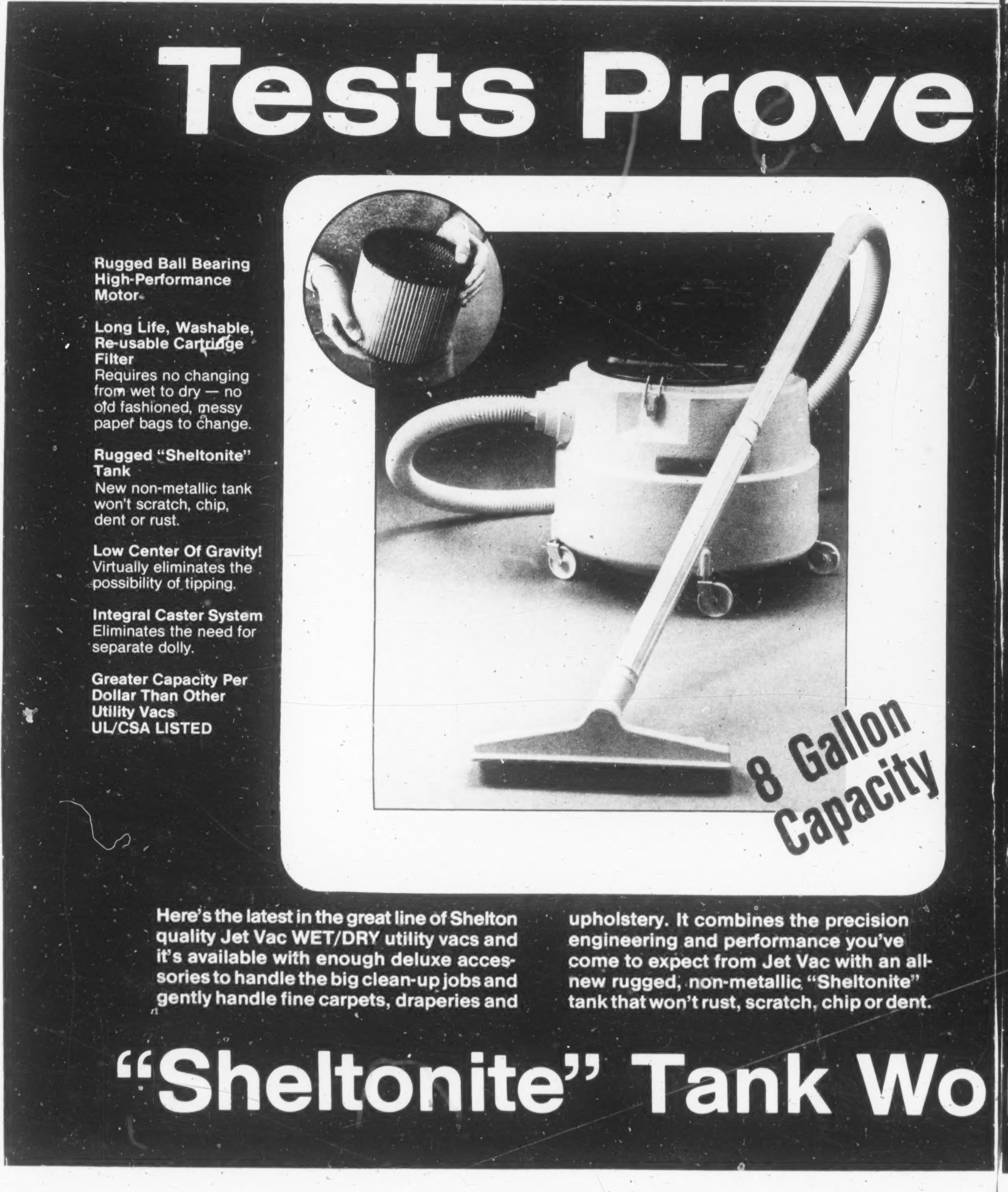
## Dental Centers Gain in Stores

NEW YORK—Retail dental centers are sprouting rapidly across the United States, and, according to a recent market study, their number could grow from 45 today to 160 by 1982.

In its study, entitled "Retail Dental Centers: A Market Overview," the FIND/SVP research firm concluded that if major chain operators solve the financing and management problems associated with the market's growth, the number of centers could run as high as 500 in that same period.

The phenomenon of retail dental centers, which consist of walk-in clinics located in high-traffic chain stores, began in 1977. The study showed that these centers offer consumers greater accessibility and a pricing edge over freestanding clinics and private practitioners. The centers are in a good position to expand the

(Continued on page 53)


Tests Prove

**Rugged Ball Bearing High-Performance Motor.**

**Long Life, Washable, Re-usable Cartridge Filter**
Requires no changing from wet to dry — no old fashioned, messy paper bags to change.

**Rugged "Sheltonite" Tank**
New non-metallic tank won't scratch, chip, dent or rust.

**Low Center Of Gravity!**
Virtually eliminates the possibility of tipping.

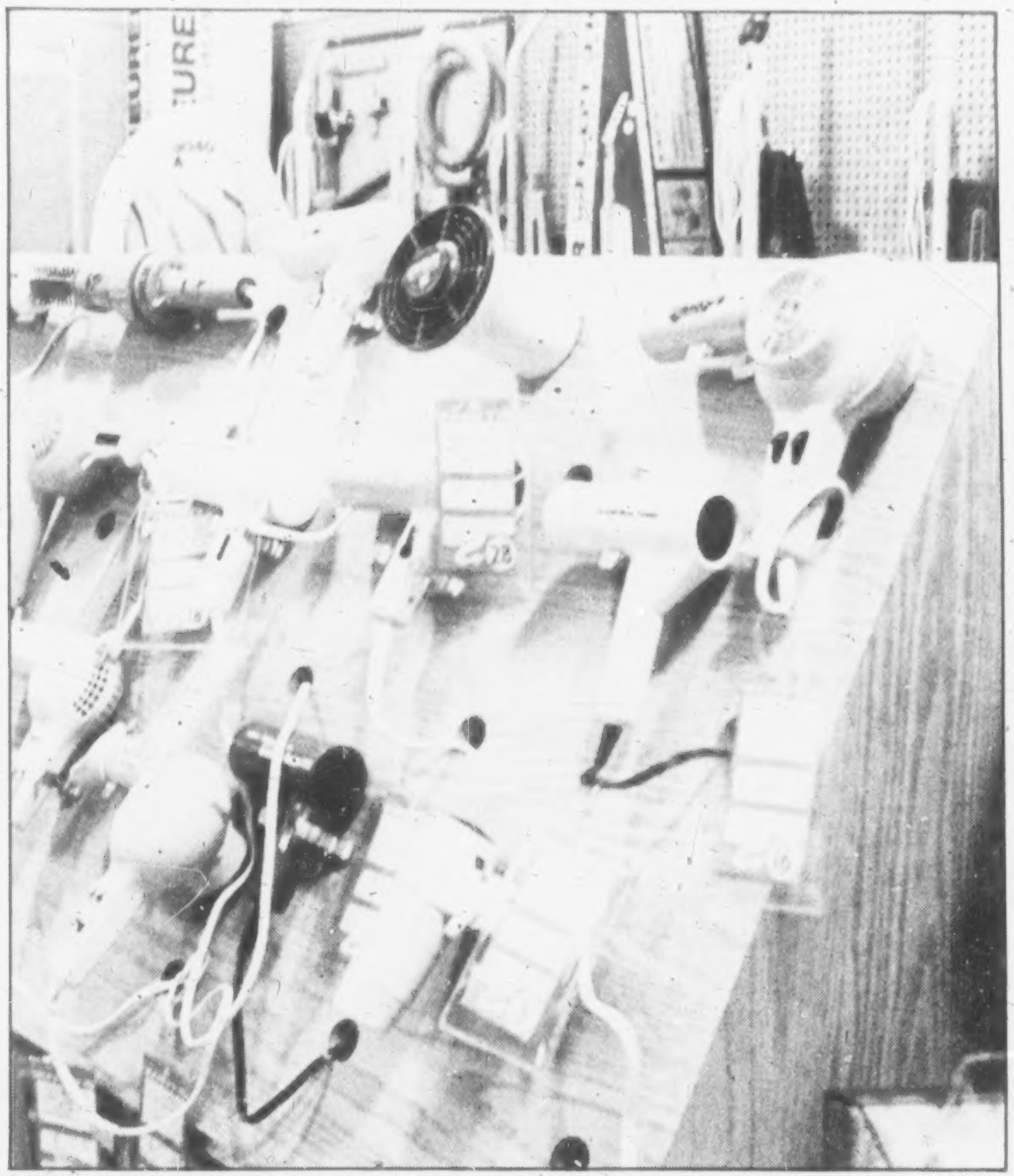
**Integral Caster System**
Eliminates the need for separate dolly.

**Greater Capacity Per Dollar Than Other Utility Vacs**
**UL/CSA LISTED**

8 Gallon Capacity

Here's the latest in the great line of Shelton quality Jet Vac WET/DRY utility vacs and it's available with enough deluxe accessories to handle the big clean-up jobs and gently handle fine carpets, draperies and upholstery. It combines the precision engineering and performance you've come to expect from Jet Vac with an all-new rugged, non-metallic "Sheltonite" tank that won't rust, scratch, chip or dent.

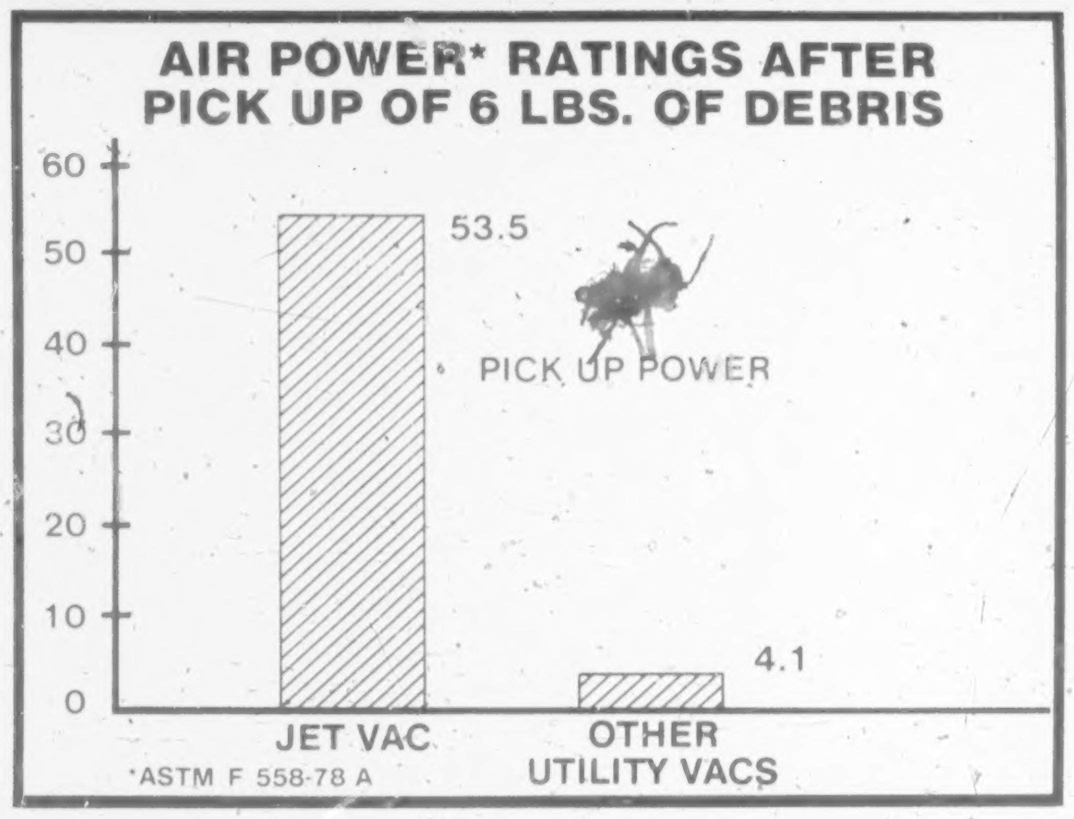
"Sheltonite" Tank Wo

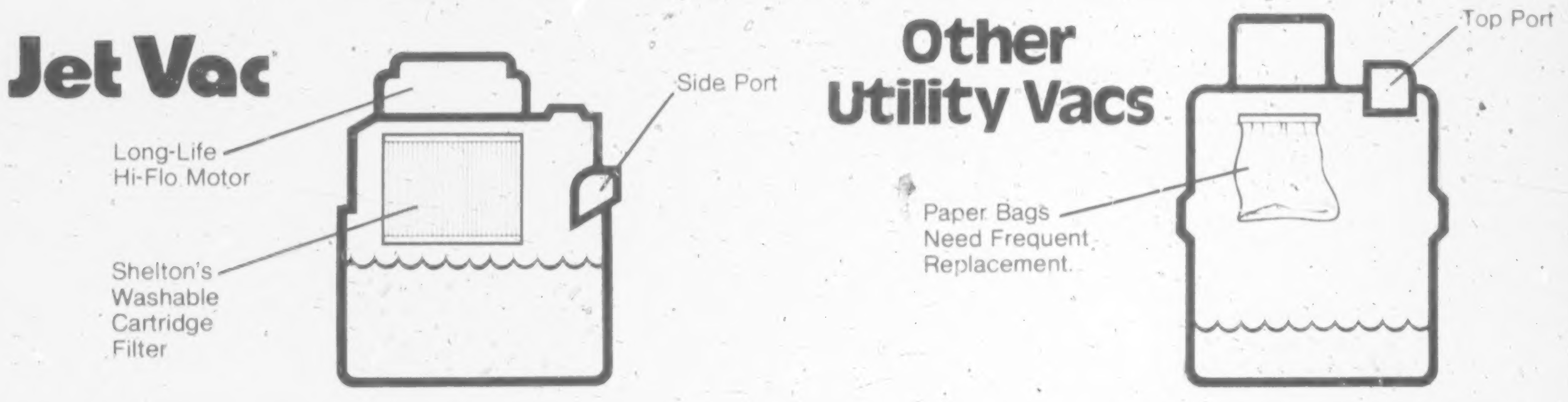


High turnover is the key to generating gross profit dollars from electrics. Zodys, Stockton, Calif., uses an upgraded look for the working samples. *(DSN photo)*

Home furnishings is the housewares area that produces the highest markup and gross margin for discounters. Caldor, Woonsocket, R. I., spotlights dinnerware and pictures. *(DSN photo)*

Jet Vac Best!




Jet Vac
Long-Life Hi-Flo Motor
Side Port
Shelton's Washable Cartridge Filter
Other Utility Vacs
Top Port
Paper Bags Need Frequent Replacement

1. Continuous suction even after picking up 6 lbs. of sawdust and talc.
2. Washable cartridge filter eliminates the need for messy paper bag filters.
3. Powerful, American-made, high-performance motor guarantees long-life.

1. Suction power loss of 80%-90% after picking up 6 lbs. of sawdust and talc.
2. Paper bag filters that break, need frequent replacing or result in reduced suction power.
3. "Throwaway" motors – non-repairable – used in many other vacs.

*ASTM F55878A Test conducted under load conditions

And it features the exclusive Jet Vac motor and filter system that delivers over 10 times the pick-up power of most other utility vacs. The next time you order, order the vac that consistently outperforms all other utility vacs. Order Jet Vac!
For more information write or call Shelton Products, 1 Maple Street, Shelton, Conn. 06484. (203) 735-1871. SHELTON

n't Rust, Chip or Dent!

## Productivity

(Continued from page 52)

much smaller percentages of total sales from housewares, 1.4%, and electrics, 0.9%, but a greater share from home furnishings, 8.2%, due to the inclusion of regular furniture in this category.

Conventional department stores, at the same time, go with much higher markups and obtained greater gross margins from the three categories. In housewares, the NRMA's 1980 "MOR" report has the markup at 44.7%, a 1.6% increase, while the gross margin of 41.9% was a 2.7% increase. In home furnishings, the markup increased 1.7% to 48.1% while the gross margin of 44.6% was an 0.3 percentage point improvement. The electrics markup fell 1.8% to 27.7%, but the gross margin went up 2.5% to 25%.

## Sears' 39-Wk. Biz Dips

CHICAGO—Sears, Roebuck reported a 2.7% sales gain for the four weeks ended Nov. 1, 1980, but a 1.7% decline in sales during the 39 weeks ended on that date.

Sales dropped to $12,711,550,015 from $12,934,123,548 in the 39 weeks. In the four-week period, sales rose to $1,504,286,440 from $1,465,326,194.

## Dental Centers

(Continued from page 52)

market, the study further stated, since approximately 54% of their current patient base comprises people who have not seen a dentist in the last two years.

Retailers, who provide space for dental services, act as landlords and reap the rewards of higher customer traffic and greater sales of prescriptions and over-the-counter dental products.

Operational advantages cited by retail dental center operators include: purchasing discounts (up to 50% based upon group purchases of bulk quantities); reduction or elimination of middlemen fees by having specialists and laboratories on the premises, and reduction of billing expenses resulting from pay-on-the-spot policies.

## HOUSEWARES

(Continued from page 57)

### COOKWARE

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 2 | Ekco 13" oblng cke pn, Baker's Scrt | 5,033 | 3.23 | 16,256.59 |
| 2 | 1 | Ekco 17¼" ckie sht, Baker's Secret | 4,180 | 3.59 | 15,006.20 |
| 3 | — | Ekco 15¼" ckie sht, Baker's Secret | 4,448 | 3.23 | 14,367.04 |
| 4 | 5 | Ekco 12-cup mffn pn, Baker's Secret | 3,141 | 3.86 | 12,124.26 |
| 5 | 4 | Ekco 14½" rst pn, Baker's Secret | 2,527 | 4.40 | 11,118.80 |
| 6 | — | Ekco 17¼" cookie sheet | 4,151 | 2.15 | 8,924.65 |
| 7 | 8 | Ekco 9¼" loaf pn, Baker's Secret | 3,025 | 2.87 | 8,681.75 |
| 8 | — | Ekco 13" oblong pan | 3,881 | 1.88 | 7,296.28 |
| 9 | 9 | Ekco 13¼" ckie sht, Baker's Secret | 2,459 | 2.60 | 6,393.40 |
| 10 | — | Ekco 12-cup muffin pan | 2,268 | 2.69 | 6,100.92 |
| 11 | — | Mirro 2½-qt tea kettle, gold | 893 | 6.74 | 6,018.82 |
| 12 | — | Ekco 8½" loaf pn, Baker's Secret | 2,491 | 2.33 | 5,804.03 |
| 13 | 10 | Mirro 9-cup percolator | 785 | 7.19 | 5,644.15 |
| 14 | — | Mirro 2½-qt tea percolator | 834 | 6.74 | 5,621.16 |
| 15 | — | Nordic Ware 12-cup bundt pan, gold | 757 | 7.19 | 5,442.83 |
| 16 | — | Ekco 10¾" bsct/brwn pn, Baker's Scrt | 2,065 | 2.60 | 5,369.00 |
| 17 | — | Ekco 8" round cke pn, Baker's Secret | 2,559 | 2.06 | 5,271.54 |
| 18 | — | Ekco 8" squre cke pn, Baker's Secret | 1,760 | 2.87 | 5,051.28 |
| 19 | — | Ekco 15¼" cookie sheet | 2,449 | 2.06 | 5,044.94 |
| 20 | — | Ekco Pizza pan, Baker's Secret | 1,561 | 3.23 | 5,042.23 |

### CLEANING CHEMICALS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 2 | 3M 16-oz Scotch Guard | 2,931 | 4.94 | 14,479.14 |
| 2 | 8 | Texize 64-oz Fantastic refill | 2,732 | 3.50 | 9,562.00 |
| 3 | 4 | Johnson 14-oz Pledge, lemon | 3,228 | 2.87 | 9,264.36 |
| 4 | 1 | White Labs 160-oz x-14 midw rmvr | 2,732 | 3.14 | 8,578.48 |
| 5 | — | Johnson 14-oz Pledge | 2,405 | 2.87 | 6,902.35 |
| 6 | — | Scotts Liquid Gold 14-oz arsl | 1,920 | 3.59 | 6,892.80 |
| 7 | 5 | Drackett 26-oz Drano | 1,956 | 3.14 | 6,141.84 |
| 8 | 6 | Johnson 27-oz Future | 1,620 | 3.77 | 6,107.40 |
| 9 | — | Glamorene 24-oz Spray 'N Vac | 1,770 | 3.41 | 6,035.70 |
| 10 | 3 | Texize 32-oz Fantastic | 2,358 | 2.51 | 5,918.58 |
| 11 | — | Bissell 14-oz arsl uphlstry kt | 1,068 | 5.39 | 5,756.52 |
| 12 | — | Drackett 48-oz Vanish | 2,652 | 2.15 | 5,701.80 |
| 13 | — | Johnson 24-oz Pledge | 1,956 | 2.87 | 5,613.72 |
| 14 | — | Carbona 240-oz vacuum rg clnr | 1,827 | 2.96 | 5,407.92 |
| 15 | — | Link Tat ant trap | 1,464 | 3.50 | 5,124.00 |
| 16 | — | D-Con 16-oz Ready Mix insct pwdr | 2,015 | 2.51 | 5,057.65 |
| 17 | — | Drackett 10-oz Endust | 1,752 | 2.87 | 5,028.24 |
| 18 | — | Scotts 16-oz Liquid Gold | 1,440 | 3.41 | 4,910.40 |
| 19 | — | Carbona 16-oz vacuum Shmpzr | 1,924 | 2.51 | 4,829.24 |
| 20 | — | Amer Cyanamid 28-oz Pine-Sol lqd | 1,404 | 3.41 | 4,787.64 |

(Continued on page 60)

When it comes to SilverStone, no one outshines Regal.
Betty Crocker
DU PONT SilverStone
Regal

SilverStone has been selling big. And the future looks even brighter. 68% of the consumer market does not own any cookware with SilverStone. Which means there's plenty of unfinished business out there.

And when it comes to SilverStone, that's where Regal really shines. 79 of our products are wearing the SilverStone sticker.

It's on our cast aluminum. Our polished aluminum. Our porcelain-clad aluminum. Our ovenware. And our electrics.

So if you want to write more SilverStone business, you've got it made. 79 ways by Regal.

Betty Crocker and Kitchen-tested [illegible] trademarks of General Mills, Inc. Regal Ware, Inc. Licensee [illegible]

Discount Store News

**PMA**

**PRODUCT MOVEMENT AUDIT**

## Fewer Sku's

(Continued from page 57)

new housewares categories as growth areas. Storage goods, already big in conventional department stores, is one area that discounters will be exploring.

One instance of this search for new business showed up on the PMA. A Sprout Farm kit that enabled consumers to raise alfalfa and mung beans sprouts, showed up as No. 1 on the Pyrex chart.

Discounters, in going with tighter assortments, will be narrow and deep in basic housewares, the items that form the heart of the PMA report, while selectively adding step-up goods for plus sales.

Manufacturers indicate they will be following a similar effort: Carrying inventory in depth on the top 10 to 20 selling items and playing by ear the production of the rest of their line.

This manufacturer effort reflects what happened in 1980, when there was an inventory build-up in the first quarter of the year and then a cutback due to the economy. The upsurge in sales in the last quarter resulted in a number of manufacturers—and retailers—losing sales because of limited stock of the top items.

The tight supply situation means that little merchandise will be available as specials at the housewares shows. It also means that discounters will be taking a hard look at promotion, putting more effort into developing management controls to refine the quantities going to stores to get the 80%-85% sell-out goal of many chains. Look for discounters to

(Continued on page 60)

## Profit Sinks 49% At Hartfield-Zodys

LOS ANGELES—Hartfield-Zodys, parent of the Zodys discount chain, reported third-quarter net earnings of $1.8 million—a 48.5% decline from the $3.5 million in earnings posted in the same quarter last year.

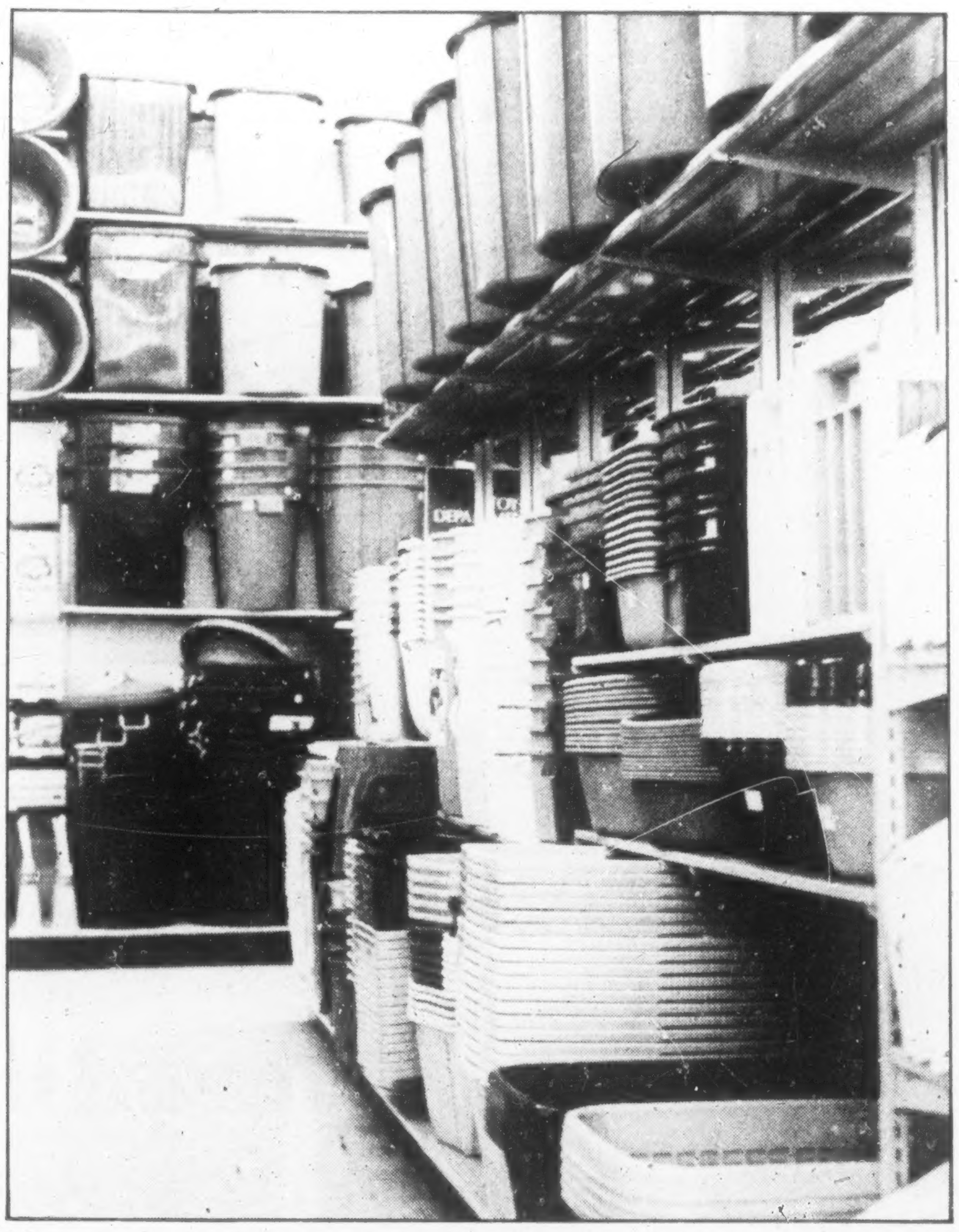
Last year's period benefited from extraordinary credits of $1.8 million, or 48¢ per share, which consisted primarily of the tax benefit of prior period carry-forward losses.

Consolidated sales, excluding sales of licensed departments, rose 5% to $90.7 million as compared to $86.1 million during last year's corresponding period.

## Heck's Biz Up 13%

CHARLESTON, W. VA.—Heck's posted a 13% gain in sales for the third quarter ended Sept. 30, up to $99 million, from $95.8 million in the corresponding quarter last year.

Net income for the recent quarter advanced 2% to $3.7 million, or 57¢ per share from $3.6 million or 56¢ per share in the third quarter of the previous year.



Maxway, in its first store, in Sandersville, Ga., goes after bulk plastics volume by displaying merchandise along a wall (rear) and on a gondola that includes a riser. *(DSN photo)*

## HOUSEWARES

*(Continued from page 58)*

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| | | **BATH** | | | |
| 1 | 1 | Selfix portable shower spray | 1,425 | 8.55 | 12,183.75 |
| 2 | 2 | Magnolia molded toilet seat, white | 801 | 9.89 | 7,921.89 |
| 3 | 4 | Selfix shampoo spray | 3,511 | 1.88 | 6,600.68 |
| 4 | 5 | Ekco toilet tissue holder, chrm | 3,312 | 1.79 | 5,928.48 |
| 5 | 6 | Selfix twin hooks | 5,088 | 1.07 | 5,444.16 |
| 6 | 3 | Ekco 18" towel bar, chrm | 2,581 | 2.06 | 5,316.86 |
| 7 | 10 | Magnolia padded toilet st, white | 299 | 16.64 | 4,975.36 |
| 8 | 7 | Selfix toilet tissue holder | 3,490 | 1.34 | 4,676.60 |
| 9 | 8 | Ekco 12" towel bar, chrm | 2,431 | 1.88 | 4,570.28 |
| 10 | 9 | Ekco 24" towel bar, chrm | 1,852 | 2.42 | 4,481.84 |
| 11 | — | Selfix hooks 4-pk | 3,549 | 1.25 | 4,436.25 |
| 12 | — | Ekco toilet tissue holder, chrm | 2,112 | 1.97 | 4,160.64 |
| 13 | 5 | Ekco 24" twin towel bar, chrm | 1,143 | 3.50 | 4,000.50 |
| 14 | — | Selfix 18" towel bar | 2.247 | 1.70 | 3,819.90 |
| | | **PLASTICS** | | | |
| 1 | — | Vanderbilt nylon baster | 8,285 | 1.25 | 10,356.25 |
| 2 | 7 | Republic 1-qt uprite Freezette | 2,418 | 2.69 | 6,504,42 |
| 3 | 6 | Republic 1-pt uprite Freezette | 2,269 | 2.69 | 6,103.61 |
| 4 | — | Wall nylon baster | 4,873 | 1.25 | 6,091.25 |
| 5 | — | Family Prod 2-qt bottle | 3,277 | 1.52 | 4,981.04 |
| 6 | 1 | Lustro Ware 11-qt hvy duty pail, alum | 1,710 | 2.60 | 4,446.00 |
| 7 | — | Tucker 22-gal trash can | 579 | 7.55 | 4,371.45 |
| 8 | 10 | Lustro-Ware dust pan | 3,367 | 1.25 | 4,208.75 |
| 9 | — | Travco spaghetti server | 3,914 | 1.07 | 4,187.98 |
| 10 | -- | Republic 1½"-pt uprite Freezette | 1,526 | 2.69 | 4,104.94 |
| 11 | — | Eagle 44-oz oblong SuperSeal | 2,653 | 1.52 | 4,032.56 |
| 12 | — | Family Prod 1-qt bottle | 3,230 | 1.16 | 3,746.80 |
| 13 | — | Eagle 80-oz oblong SuperSeal | 1,848 | 1.97 | 3,640.56 |
| 14 | — | Eagle Mickey Mouse orange sipper | 4,516 | 0.80 | 3,612.80 |

*(Continued on page 62)*

*Discount Store News*

**PMA** ®

**PRODUCT MOVEMENT AUDIT**

## Fewer Sku's

*(Continued from page 58)*

develop their own promotions, rather than using the offerings of manufacturers that show up in ads from competing chains.

The economy and manufacturer price hikes are the greatest imponderables facing discounters in the first quarter of the year. Housewares merchandisers this year can be expected to budget for increases that reflect inflation plus a real gain in sales, rather than the 1980 situation in which the increases came mainly from inflation.

Discounters, in their efforts to better manage inventories, will be looking for shorter lead times for buying and selecting items for promotions. The shorter time in which inventory dollars are committed means that more merchandise can be carried by fewer dollars and the monies that are expended return more gross profit dollars.

While the economic outlook is uncertain, a number of merchandising trends in housewares are becoming clear. These include:

- Packaging. Plain chipboard packaging, particularly in such areas as bulky bath shop goods, is giving way to full-color litho

*(Continued on page 62)*

## Woolworth Net In 45% Drop

NEW YORK—F. W. Woolworth reported a 45% drop in 1980 third-quarter net income, including the company's equity in the net income of its unconsolidated British subsidiary.

For the 13-week period ended Oct. 31, earnings totaled $24.8 million, or 83¢ per share, compared with $45 million, or $1.50 per share in last year's corresponding period.

Company officials attributed these results to a 78.4% decline in currency translation gains—from $11.6 million or 40¢ per share in the 1979 third quarter to $2.5 million, or 8¢ per share, for this year's comparable period. In addition, last year's third-quarter income included $13.1 million from the reversal of deferred tax provisions in Britain.

Consolidated sales in the 1980 third quarter (excluding Britain), increased 6.9% from the 1979 period's $1.67 billion to $1.78 billion this year. Domestic sales for the period rose 5.3% and foreign sales, expressed in U.S. dollars, rose 9.9%.

Woolworth's British subsidiary reported a sales gain of 6.4% in the third quarter, as expressed in local currency, from 207.3 million pounds sterling in 1979 to 220.6 million pounds sterling this year. During the same period, the company's pretax income remained at the 1979 level of 7.3 million pounds sterling.

Woolworth's equity in the net income of its unconsolidated British subsidiary during the 1980 third quarter totaled $5.9 million, compared with $26.1 million in the corresponding 1979 period.

"Don't buy our Al Fresco® wicker because you like it. Buy it because it outsells natural."

When we first introduced our Al Fresco family of colors, we saw a dramatic response almost immediately. In every area and in every size store these new colored products began outselling natural by as much as 3 to 1.

That's why we at Paul Marshall Products have made a commitment to offer the widest variety of colored wicker. We are one of the few companies whose colored lines are hand stained and lacquered here in this country. Giving you better quality. And a more reliable source for the wicker your customers want.

All of our colored lines, Anisette®, Espresso®, Amaretto® and Cappuccino®, are available in individual sets or as part of our Al Fresco® grouping, which contains a mixed selection of some of the more popular items in each color category.

Whichever colors you choose, make sure you choose Paul Marshall Products. For over 20 years, we've been putting together quality merchandise and innovative programs that have been working for retailers all across the country. And that's what makes for profitable sales.

See us at The National Housewares Show, McCormick Place, January 12-15, Booths 1748-50 and 1848-50, and at other major trade shows.

Put Paul Marshall to work for you.

Paul Marshall Products

Gerry Mignacca, President, *Paul Marshall Products*

2131 West Willow Street, Long Beach, CA 90810, (213) 595-1223.

Espresso
Cappuccino
Anisette

*Discount Store News*

**PMA**

PRODUCT MOVEMENT AUDIT

# Fewer Sku's

*(Continued from page 60)*

packages. This manufacturer move will help discounters do a better job in self-service selling as packages themselves serve as salesmen.

- Tabletop. Batik hasn't caught on as an Expressions pattern (and failed to make the PMA chart). Strawberry, the newest Expression design, is No. 8 on the tabletop listing. While it's too early to rate Strawberry, a number of other manufacturers are using Strawberries on their products, so that this fashion has the making of a hot look.
- Bath shop. Bamboo is coming in as a new fashion for discounters. Bamboo is similar to wicker, which is important in the bath shop, and it has already caught on in conventional department stores.
- Plastic goods. Fewer colors will be offered by manufacturers as they cut back on their inventories. The fashion look developed and refined by Ingrid has started to show up among more manufacturers. The net effect of these two trends will help discounters, who will be able to present the newest designs without the need to expand their plastics area real estate.
- Rubbermaid. Yellow will be the new color introduced by manufacturers. To make space, avocado is due to be dropped.
- Brass look. This fashion will be initiated at the housewares show by Corning Glass, which will be showing a number of Pyrex cookware items with brass-plated holders. A number of other manufacturers have expressed interest in the brass look and it could become a major fashion at the July housewares show.
- Glassware. Crystal and double-size barware are the two key trends, with both reflecting the strong upsurge in home entertainment and consumption of beverages. At the same time, there will be fewer patterns offered to discounters and other retailers as the two manufacturers that account for almost the entire market focus on producing and delivering goods—i.e., better managing their inventory.

## Pamida OK's Sale

OMAHA—Pamida has signed an agreement for the sale of substantially all of its assets and operations.

The purchaser in the proposed transaction will be a newly organized corporation whose stock will be owned by an Employees' Stock Ownership Trust established for the exclusive benefit of the new corporation's employees.

After the asset sale is completed, Pamida, operator of over 190 discount stores, will make a tender offer to its shareholders for any or all of their shares of the company's stock for $6 a share.

Consummation of the proposed sale transaction remains subject, among other things, to shareholder approval, completion of financing arrangements, etc.

## HOUSEWARES

*(Continued from page 60)*

### GADGETS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Swing-A-Way portable hand can opnr | 4,245 | 3.86 | 16,385.70 |
| 2 | 3 | Ekco can opener w/bottle opener | 13,024 | 0.89 | 11,591.36 |
| 3 | 2 | Rhodes timer, white | 1,625 | 6.65 | 10,806.25 |
| 4 | 4 | Ekco 3-way can opener | 6,738 | 1.34 | 9,028.92 |
| 5 | 6 | Rhodes timer, gold | 1,275 | 6.65 | 8,478.75 |
| 6 | — | Foley 2-qt food mill | 738 | 9.89 | 7,298.82 |
| 7 | — | Chaney meat thermometer | 3,638 | 1.97 | 7,166.86 |
| 8 | 8 | Ekco peeler | 11,331 | 0.62 | 7,025.22 |
| 9 | 5 | Ekco can opener, plastic handle | 3,253 | 2.06 | 6,701.18 |
| 10 | 7 | Ekco 2⅛" barrel rolling pin | 1,825 | 3.59 | 6,551.75 |
| 11 | — | Comware 3-pc wood spoon set | 5,356 | 1.16 | 6,212.96 |
| 12 | — | Ekco 8-wing egg beater | 1,612 | 3.59 | 5,787.08 |
| 13 | 10 | Taylor hang/stand oven thermometer | 2,218 | 2.51 | 5,567.18 |
| 14 | — | Swing-A-Way wall can opnr, bdgt mdl | 1,434 | 3.86 | 5,535.24 |
| 15 | — | Bonny hand can opener | 1,490 | 3.41 | 5,080.90 |
| 16 | — | Ekco peeler, stainless | 3,991 | 1.25 | 4,988.75 |

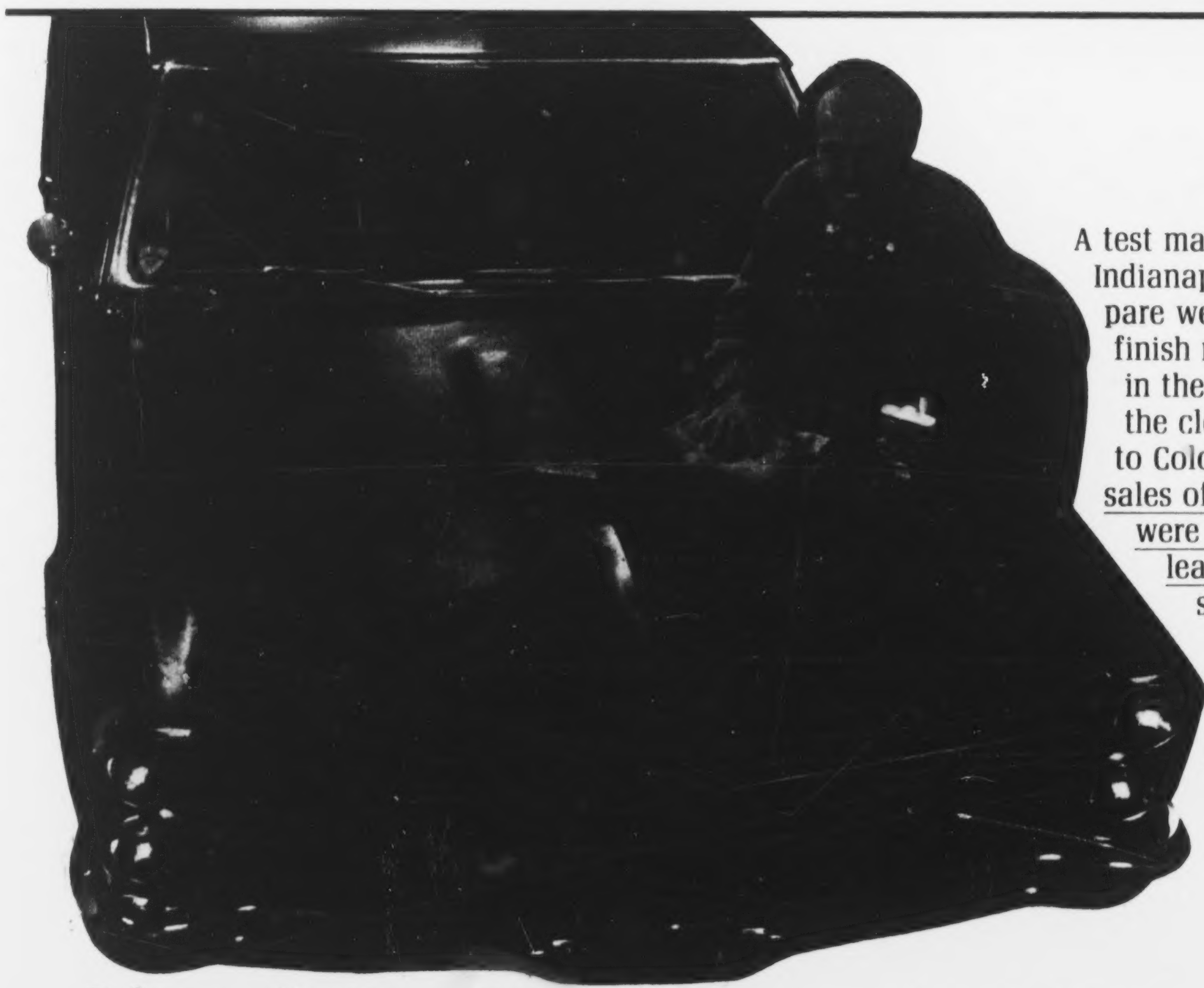
### RUBBERMAID

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | — | Bath mat, chocolate | 4,337 | 2.69 | 11,666.53 |
| 2 | 3 | 10 ¾" high rect Lndry bskt, choc | 2,265 | 4.94 | 11,189.10 |
| 3 | — | Bath mat, white | 4,002 | 2.69 | 10,765.38 |
| 4 | 6 | 10 ¾" Drainer tray, gld | 2,155 | 4.94 | 10,645.70 |
| 5 | — | Self-closing wastebasket, choc | 1,451 | 7.19 | 10,432.69 |
| 6 | 4 | 10 ¾"-high rect Lndry bskt, gld | 1,956 | 4.94 | 9,662.64 |
| 7 | — | 11½" dp sq Dishpan, choc | 3,518 | 2.69 | 9,463.42 |
| 8 | — | 5¼"-deep Dishpan, gold | 3,429 | 2.69 | 9,224.01 |
| 9 | 5 | Delux dish drainer, chocolate | 1;639 | 5.35 | 8,768.65 |
| 10 | — | 11½"-dp sq Dishpan, almond | 3,252 | 2.69 | 8,764.02 |
| 11 | — | Bath mat, light blue | 3,157 | 2.69 | 8,492.33 |
| 12 | — | Bath mat, gold | 2,874 | 2.69 | 7,731.06 |
| 13 | — | Delux dish drainer, almond | 1,424 | 5.35 | 7,618.40 |
| 14 | — | Twin sink dish drainer, almond | 1,685 | 4.49 | 7,565.65 |
| 15 | 1 | 20-gal refuse container | 598 | 12.59 | 7,528.82 |
| 16 | 9 | Delux dish drainer, gold | 1.407 | 5.35 | 7,527.45 |

Household and kitchen gadgets get this wall display in the El Monte, Calif., Zodys. Plastics and disposables flank the display to give the store a solid wall of fast turns. *(DSN photo)*

**Color Back™ proven a test**

A test market was conducted in Indianapolis and San Diego to compare weekly sales of Color Back finish restorer versus products in the wax and sealant categories, the closest comparable categories to Color Back finish restorer. Unit sales of Color Back finish restorer were audited at twice that of the leading wax* With this kind of sales performance, and with its high profitability, Color Back finish restorer is certainly the "must stock" product of the year!



Before application Unretouched photo After application

# HOUSEWARES

*These housewares figures, for the Sept. 1-Nov. 20 period, were supplied by Bacar Inc., distributors, San Jose, Calif., and cover 1,300 stores, including 200 discount department stores. Average retail prices listed by Bacar reflect typical price points for discount clients.*

## COOKWARE

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | — | T-Fal 7" skillet | 10,027 | 7.18 | 71,993.86 |
| 2 | — | Revere 3-pc set, bwls w/rings | 2,587 | 18.90 | 48,894.30 |
| 3 | — | Granitware 18" oval roaster | 4,128 | 11.65 | 48,091.20 |
| 4 | 2 | Wear-Ever 10" fry pn, prfrrd, SlvrStn | 4,101 | 9.89 | 40,558.89 |
| 5 | 7 | Nordic microwave bcn/meat rck | 4,820 | 7.19 | 34,655.80 |
| 6 | — | Wear-Ever 10" ch pn, Bty, SlStn, Al | 3,038 | 11.15 | 33,873.70 |
| 7 | — | Supreme 2½-qt tea kettle | 4,672 | 6.74 | 31,489.28 |
| 8 | — | Wear-Ever 10" chf pn, Bt, SlSt, Hrv | 2,784 | 11.15 | 31,041.60 |
| 9 | 8 | Anchor Hocking microwave bcn rck | 5,021 | 6.02 | 30,226.42 |
| 10 | 10 | Nordic 12-pc frmd bundt pan set | 4,362 | 6.74 | 29,399.88 |
| 11 | 5 | Nordic Micro-Go-Round | 641 | 44.99 | 28,838.59 |
| 12 | — | Melitta 10-cup drip cffeemkr | 3,704 | 7.19 | 26,631.76 |
| 13 | — | Wear-Ever 8" chf pn, Prfrd, SlStn | 2,968 | 7.64 | 22,675.52 |
| 14 | — | Wear-Ever 8" chf pn, Bt, SlStn, Al | 2,568 | 8.72 | 22,392.96 |
| 15 | — | Revere 6-cup copper tea kttl | 1,702 | 12.59 | 21,428.18 |

## GADGETS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | — | Ekco 7-pc set Almond Garden | 1,302 | 16.65 | 21,678.30 |
| 2 | 1 | Lux timer, minute minder | 2,681 | 6.28 | 16,836.68 |
| 3 | — | Foley nylon baster | 12,475 | 1.25 | 15,593.75 |
| 4 | — | Grayline 4-loop plate rack | 5,873 | 2.15 | 12,626.95 |
| 5 | — | E-Z Foil oven liner | 5,843 | 1.88 | 10,984.84 |
| 6 | — | Grayline spice rack | 5,196 | 2.06 | 10,703.76 |
| 7 | — | Range Kleen 8" GE range pan | 5,686 | 1.80 | 10,234.80 |
| 8 | 9 | Range Kleen 6" rflct pn, GE | 7,101 | 1.35 | 9,586.35 |
| 9 | 3 | Swing-A-Way hnd cn opnr, Hrvst | 2,484 | 3.77 | 9,364.68 |
| 10 | 4 | Swing-A-Way hnd cn opnr, choco | 2,459 | 3.77 | 9,270.43 |
| 11 | — | E-Z Foil electric burner bib | 4,812 | 1.88 | 9,046.56 |
| 12 | — | Grayline small shelf | 3,918 | 2.24 | 8,776.32 |
| 13 | — | Chaney fry-jelly-candy thrmom | 4,769 | 1.70 | 8,107.30 |
| 14 | — | Chaney meat thermometer | 4,608 | 1.70 | 7,833.60 |
| 15 | — | Range Kleen 6" rflctr pn | 5,652 | 1.35 | 7,630.20 |

## BATH SHOP

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Grayline large shower caddy | 8,002 | 4.85 | 38,809.70 |
| 2 | 3 | Selfix shampoo spray | 5,609 | 1.88 | 10,544.92 |
| 3 | 2 | Grayline shower caddy | 2,580 | 2.96 | 7,636.80 |
| 4 | 10 | 3-M toilet bowl brush | 1,776 | 2.60 | 4,617.60 |
| 5 | 7 | Kellogg bowl brush, plastic | 4,428 | 0.98 | 4,339.44 |
| 6 | 9 | Selfix port wall/hand shower | 329 | 8.54 | 2,809.66 |
| 7 | 6 | Borg scale Futura white | 185 | 13.94 | 2,578.90 |
| 8 | 12 | Borg scale Futura gold | 155 | 13.94 | 2,160.70 |
| 9 | 8 | Borg scale Futura brown | 155 | 13.94 | 2,160.70 |
| 10 | — | Ekco 18" towel bar, chrome | 840 | 2.15 | 1,806.00 |
| 11 | — | Ekco die cast 24" towel bar | 330 | 4.85 | 1,600.50 |
| 12 | — | Borg scale, Williamsburg brown | 84 | 18.89 | 1,586.76 |
| 13 | — | Selfix gripper soap holder | 1,434 | 1.07 | 1,534.38 |
| 14 | 15 | Borg scale, Feminique brown | 66 | 22.49 | 1,484.34 |
| 15 | — | US household appliques, frogs | 708 | 2.06 | 1,458.48 |

## RUBBERMAID

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | — | Roughneck 30-gal can, choc | 631 | 22.45 | 14,165.95 |
| 2 | — | Clean-up caddy, almond | 2,742 | 4.48 | 12,284.16 |
| 3 | 12 | 12" Slide-out drawer, almond | 1,368 | 8.05 | 11,012.40 |
| 4 | — | Ironing organizer, almond | 2,383 | 4.48 | 10,675.84 |
| 5 | 14 | 16" Slide-out drawer, almond | 1,146 | 8.95 | 10,256.70 |
| 6 | 10 | Twin turntable, almond | 2,845 | 3.58 | 10,185.10 |
| 7 | 2 | 32-gal Trash can, chocolate | 450 | 22.45 | 10,102.50 |
| 8 | — | Small laundry basket, gold | 12,549 | 0.80 | 10,039.20 |
| 9 | 5 | 10¾"-hi Rectangle lndr bskt, choc | 1,926 | 4.94 | 9,514.44 |
| 10 | — | Wrap & Bag organizer, almond | 2,088 | 4.48 | 9,354.24 |
| 11 | 3 | 32-gal trash can, avocado | 414 | 22.45 | 9,294.30 |
| 12 | — | Storage turntable, almond | 1,482 | 6.25 | 9,262.50 |
| 13 | 15 | Deluxe dish drainer, almond | 1,663 | 5.35 | 8,897.05 |
| 14 | — | Broom & mop holder, almond | 1,980 | 4.48 | 8,870.40 |

*(Continued on page 69)*

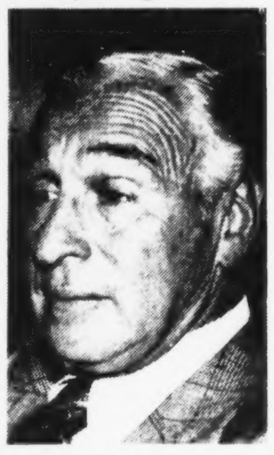
*Discount Store News*

**PMA®**

**PRODUCT MOVEMENT AUDIT**

# Mfrs. Widen Promos and Price Hikes

**By Jerry Falk**
*Executive Vice President, Bacar Inc., Distributors*



Discounters and other retailers will be tieing in with expanded manufacturer promotional activities during the first quarter and will be heavily advertising housewares to draw shoppers.

This will be a continuation of what happened during the second half and last quarter of 1980, when there was increased retailer promotion of housewares. Obviously, chains found that housewares advertising brought shoppers into the stores because of heightened consumer interest in home-oriented products.

Corning Glass and Rubbermaid have already announced extensive promotional programs for this year and other manufacturers will be detailing plans at the housewares show. These efforts can be expected to center on the strong-selling basics that have been appearing on the Product Movement Audits and which retailers and manufacturers know appeal to shoppers.

Manufacturer promotional programs aren't the only things discounters will be seeing and discussing at the housewares show.

The major economic news at the show will be a flood tide of price increases from virtually every housewares manufacturers. The increases are a fair in-

*(Continued on page 69)*

# Vornado's Quarter: $6.1 Million Loss

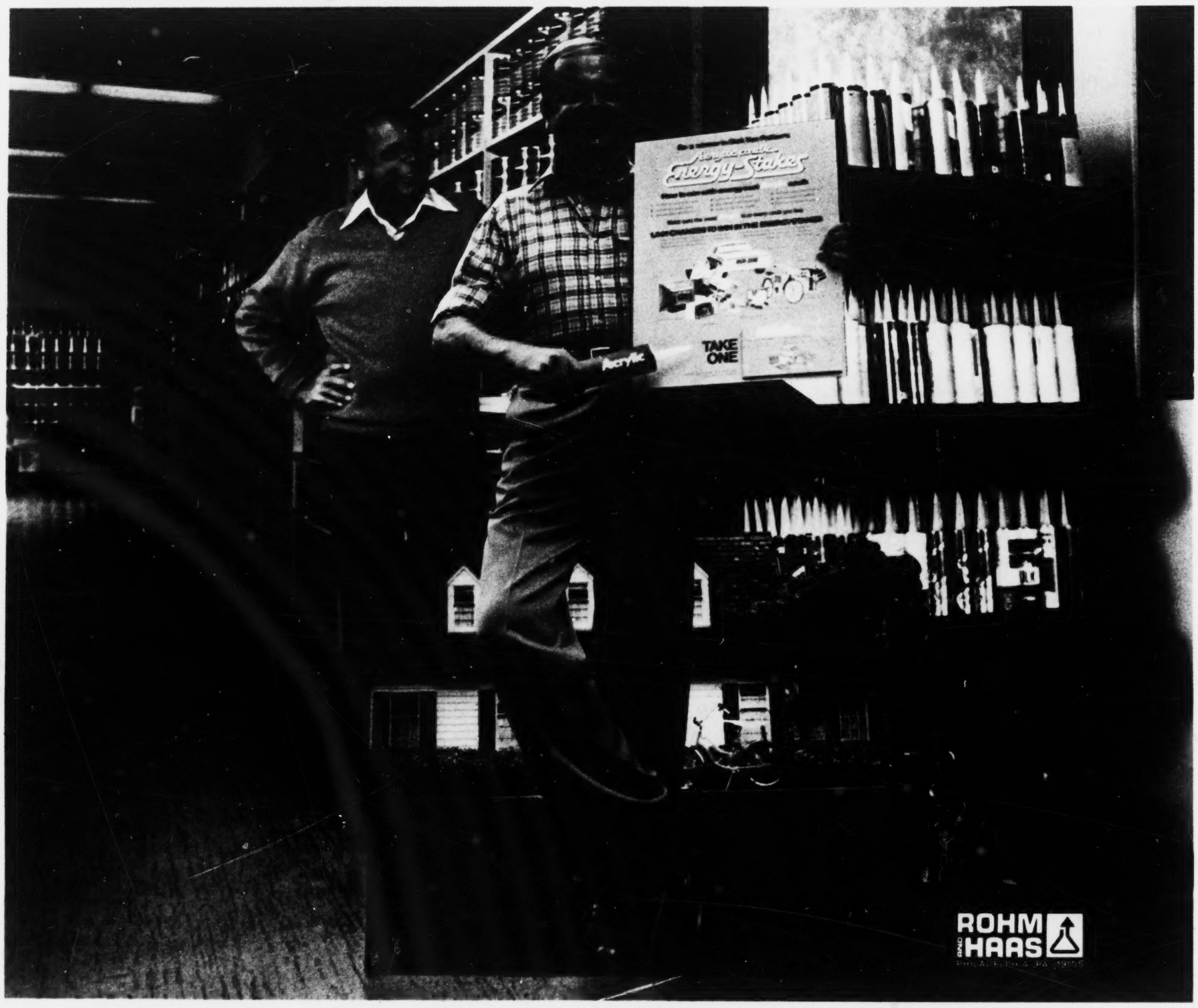
GARFIELD, N.J.—Vornado, parent company of Two Guys Stores, posted a net loss after taxes for the third quarter ended Oct. 25 totaling $6.1 million, or $1.15 per share, compared with a net loss after taxes of $6.2 million or $1.17 per share for the corresponding period last year.

Net sales for the third quarter dropped 16.8% to $405.7 million including leased department sales of $17.4 million, as compared to the previous year's quarterly net sales of $487.6 million including leased department sales of $19.9 million.

# Rose's Net Slides 13% in 3rd Qtr.

HENDERSON, N.C.—Rose's Stores' third-quarter net earnings, compared to last year's, slid 13% to $1.4 million on sales of $122.6 million.

Sales were 3.5% higher than last year's third-quarter results of $118.4 million.



**Put Dick Van Patten out on your floor...**

He promises you more traffic, and increased sales of Acrylic caulk.

Why? Because the star of ABC-TV's "Eight is Enough" is the homeowner with whom other homeowners can easily identify. And *all* homeowners want to save energy this fall. That's why the season's most timely in-store promotion is Dick Van Patten's "Acrylic Caulk Energy-Stakes."

The "Acrylic Caulk Energy-Stakes" gives your customers a chance to win an energy-efficient Chevrolet Citation, or one of 1,000 other useful, energy-related prizes.

This chance for *you* to increase traffic — and sales of Acrylic caulk — is sponsored by the nation's leading manufacturer of acrylic resins, the Rohm and Haas Company of Philadelphia and your participating caulk manufacturer. To guarantee that Dick Van Patten's out on *your* floor when his "Acrylic Caulk Energy-Stakes" opens February 1, call your participating caulk manufacturer, or distributor. Or dial:

800-526-7843 Ext. 250.

(In New Jersey, call 800-522-4503, Ext. 250).

...and you can win this automotive classic!

Some lucky retailer is going to own this full-size, authorized Shay Reproduction™ 1955 Thunderbird. To make sure you're eligible, call today for your "Acrylic Caulk Energy-Stakes" promotion kit. The entry blank is inside the carton. All entries must be postmarked by April 15, 1981, and received by April 30, 1981.

*Discount Store News*

PMA®

**PRODUCT MOVEMENT AUDIT**

# Price Hikes

*(Continued from page 64)*

dication that there doesn't appear to be any letup in inflation, at least for the first quarter.

A side effect of this is the virtual elimination of list prices. Corning Glass, Ekco and Imperial Knife are among the manufacturers that have eliminated list prices and others followed, or undoubtedly will be following, suit in an attempt to gain pricing flexibility to meet changing costs.

By the same token, price points have lost their meaning and housewares are now being promoted in a wide range of prices, rather than at such key tags as under $10 or under $20.

The first quarter's economic uncertainty—including the continued upward movement of the cost of money—means that discounters and other retailers will be zeroing in on turns as the route to profits. This means going with less inventory and a tighter assortment, and relying on rapid replenishment to maximize sales.

While the heavy emphasis on turns means that staple items will be more important than ever, it doesn't mean that discounters can't search out new items to capture plus and/or step-up sales.

The indices to watch at the housewares show for potentially plus housewares business include the plastics area, where high-tech fashion colors are due to be featured by all manufacturers; storage, which has become a growth area and where a wide range of products will be presented in plastic, glass and metal; cookware, with particular emphasis on sets with nonstick finishes priced for use as promotions; and glassware, where the strong demand for sets will result in increased offerings of sets of 24 pieces and other counts.

A number of these trends showed up on the PMA reported for the holiday period. In Pyrex, for example, the Sprout Farm kit was the No. 1 item, reflecting the newness (and practical use) of the product and extensive manufacturer promotion, including TV, in West Coast markets.

In glassware, 10 24-pc. sets, one 26-pc. set and one 12-pc. set showed up on the report, denoting both the consumer interest in sets and manufacturer efforts to make this merchandise more salable with attractive lithographed labeling .

The dozen sets include one

*(Continued on page 72)*

## Toys 'R' Us Net Sinks

ROCHELLE PARK, N.J.—Toys "R" Us reported a 30.3% net sales gain for its third quarter ended Nov. 2, from $78.3 million last year to $101.9 million this year.

Net income fell 94% to $44,000 compared to $725,000 or 4¢ per share for the same quarter during the previous year. The results reflect a LIFO charge of 3¢ per share, compared to a LIFO charge of 1¢ per share in the third quarter of last year.

## HOUSEWARES

*(Continued from page 64)*

### TABLETOP

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Expressions 20-pc st, Wldflwr | 2,639 | 63.09 | 166,494.51 |
| 2 | 5 | Expressions 20-pc st, Mdw | 1,479 | 63.09 | 93,310.11 |
| 3 | 6 | Expressions 20-pc st, Indn Smmr | 1,442 | 63.09 | 90,975.78 |
| 4 | 7 | Corelle 20-pc st, gld | 1,827 | 38.28 | 69,937.56 |
| 5 | 3 | Corelle 20-pc set, white | 1,700 | 36.36 | 61,812.00 |
| 6 | 8 | Corelle 20-pc set, green | 1,613 | 38.28 | 61,745.64 |
| 7 | — | Expressions 20-pc set, Strwbrry | 947 | 63.09 | 59,746.23 |
| 8 | 2 | Corelle 20-pc set, Wdlnd | 1,553 | 38.28 | 59,448.84 |
| 9 | 9 | Expressions 20-pc set, Batik | 715 | 63.09 | 45,109.35 |
| 10 | 4 | Corelle 20-pc set, blue | 1,033 | 38.28 | 39,543.24 |
| 11 | — | Dimension IV 16-pc st, Cin | 693 | 35.58 | 24,656.94 |
| 12 | — | Dimension IV 16-pc set, Almond | 491 | 35.58 | 17,469.78 |
| 13 | — | Dimension IV 16-pc set, Citrus | 324 | 35.58 | 11,527.92 |
| 14 | — | Royal China 40-pc set, Wvrly | 136 | 71.55 | 9,730.80 |
| 15 | — | Royal China 40-pc set, Sunset | 134 | 71.55 | 9,587.78 |
| 16 | — | Pyrex 1-qt wn decanter | 1,296 | 7.20 | 9,331.20 |

### GLASSWARE

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | — | Anchor Hocking 24-pc set, Nwprt Gld | 1,850 | 17.91 | 33,133.50 |
| 2 | 6 | Libbey, 24-pc set, Chivalry | 1,330 | 23.40 | 31,122.00 |
| 3 | 2 | Libbey 6½-oz tall wine, Cttn | 4,906 | 5.94 | 29,141.64 |
| 4 | — | Anchor Hocking 24-pc st, Nwprt Crstl | 1,509 | 17.91 | 27,026.19 |
| 5 | 4 | Libbey, 10-oz goblet, Cttn | 3,680 | 5.94 | 21,859.20 |
| 6 | 5 | Libbey 6½-oz red wine, Cttn | 3,556 | 5.94 | 21,122.64 |
| 7 | 8 | Libbey, 11-oz whi wn, Cttn | 3,247 | 6.03 | 19,579.41 |
| 8 | — | Libbey 12-oz red wn, Cttn | 2,828 | 6.03 | 17,052.84 |
| 9 | — | Anchor Hocking 24-pc set, Shrwd Brwn | 1,240 | 13.05 | 16,182.00 |
| 10 | — | Libbey 7-oz Margarita glass | 9,801 | 1.62 | 15,877.62 |
| 11 | 11 | Libbey, 6½-oz sherbet, Cttn | 2,280 | 5.94 | 13,543.20 |
| 12 | 3 | Libbey, 24-pc set, Twny Trpcl | 521 | 25.20 | 13,129.20 |
| 13 | — | Durand 24-pc set, Lancer | 629 | 20.25 | 12,737.25 |
| 14 | — | Anchor Hocking 14" srvng plttr, Wxfrd | 2,281 | 5.58 | 12,727.98 |
| 15 | — | Jeannette 26-pc punch bwl st | 951 | 12.60 | 11,982.60 |
| 16 | — | Anchor Hocking 24-pc st, Shrwd Crstl | 876 | 13.05 | 11,431.80 |

### PLASTICS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Loma 32-gal garbage can, avoc | 4,039 | 12.59 | 50,851.01 |
| 2 | — | Tucker 30-gal garbage can | 1,452 | 11.68 | 16,959.36 |
| 3 | 3 | Republic 1-qt uprt Frztt st | 2,832 | 2.69 | 7,618.08 |
| 4 | — | Spray bottle 1-qt | 4,367 | 1.70 | 7,423.90 |
| 5 | 13 | Republic 1½-pt uprt Frztt | 2,556 | 2.69 | 6,875.64 |
| 6 | — | Republic 2½-pt flt Frztt | 4,361 | 1.52 | 6,628.72 |
| 7 | — | Republic 2-qt Frztt refrig bttl | 4,578 | 1.43 | 6,546.54 |
| 8 | — | Republic uprite ½-gal Frztt | 4,036 | 1.61 | 6,497.96 |
| 9 | 3 | Republic 1-qt uprt Frztt st | 2,201 | 2.69 | 5,920.69 |
| 10 | — | Lustro 48-oz decanter | 3,205 | 1.61 | 5,160.05 |
| 11 | — | Republic 1½-liter Frztt II rnd jr | 3,060 | 1.61 | 4,926.60 |
| 12 | — | Republic 6½-qt flt Frztt | 684 | 6.74 | 4,610.16 |
| 13 | — | Arrow 16-oz Rainbow tumbler | 7,200 | 0.62 | 4,464.00 |
| 14 | — | Republic 12-oz uprite Frzzt | 1,572 | 2.69 | 4,228.68 |
| 15 | — | Republic 600ml jar, smoke | 2,763 | 1.52 | 4,199.76 |
| 16 | — | Frigidaire ice cube tray | 2,244 | 1.79 | 4,016.76 |

### CLEANING/CHEMICALS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Roll-o-Matic sponge mop | 4,006 | 10.40 | 41,662.40 |
| 2 | 3 | O-Cedar angler broom | 5,298 | 6.13 | 32,476.74 |
| 3 | 4 | O-Cedar Light & Easy spng mp | 3,635 | 6.13 | 22,282.55 |
| 4 | — | Mop-A-Matic II sponge mop | 2,424 | 8.09 | 19,610.16 |
| 5 | 5 | Mop-A-Matic sponge mop | 1,728 | 10.26 | 17,729.28 |
| 6 | 11 | Roll-O-Matic refill sponge | 3,612 | 3.76 | 13,581.12 |
| 7 | 12 | Quickie automatic sponge mop | 1,902 | 6.56 | 12,477.12 |
| 8 | 2 | National corn broom, economy | 2,868 | 3.86 | 11,070.48 |
| 9 | — | O-Cedar power strip spng mp | 1,050 | 8.10 | 8,505.00 |
| 10 | 8 | Magla latex gloves, medium | 7,080 | 1.16 | 8,212.80 |
| 11 | — | Kellogg angle broom | 2,045 | 3.86 | 7,893.70 |
| 12 | — | Gem rayon wet mop w/scrub | 1,781 | 3.77 | 6,714.37 |
| 13 | — | National Corn broom, thrifty | 1,284 | 5.12 | 6,574.08 |
| 14 | — | Gem deluxe sponge mop w/scrub | 1,019 | 6.29 | 6,409.51 |

*(Continued on page 72)*

**Our new fitness line has an exciting selling hook.**

**And a powerful upper-cut, and a quick jab and...**

Yes, it's Sugar Ray Leonard, the newest member on the Franklin sales team. And he's going to add real punch to our new physical fitness equipment line.

Just look at that packaging — bold, eye-catching. With Sugar Ray's name on these products and his picture on the boxes we'll have customers dropping to the canvas. And you'll take advantage of the incredible opportunities today's fitness market offers.

To start with, all the products in this line feature the best in materials and craftsmanship. From design to cosmetics to finish, each item says quality.

As for innovations, the new Sugar Ray Leonard physical fitness line has all the landmark design features that you'd expect from an industry leader like Franklin. Take, for instance, our exclusive, new Tarkotex rip-stop nylon coated punching bag material. It's as tough as the guy whose name is on the bag.

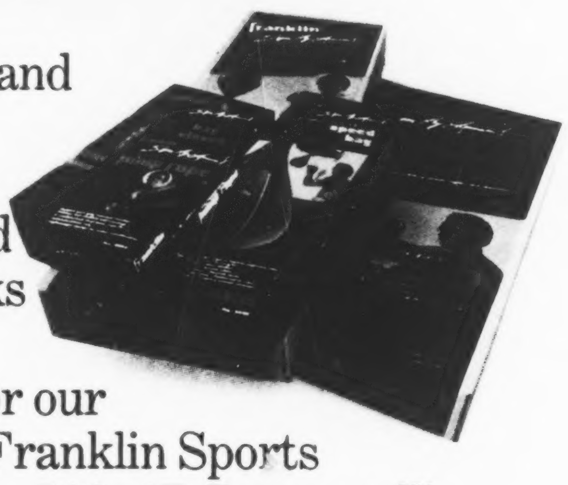
The Sugar Ray Leonard physical fitness line includes speed bags, training bags, boxing gloves, striking bag mitts, jump ropes, swivels and complete physical fitness sets.

And for a dramatic P.O.P. display, we offer the Sugar Ray Leonard Fitness Center, shown here. It's rugged, it's compact (only 4 linear feet) and it's easy to set up.

The new Sugar Ray Leonard fitness line. It packs a knockout punch.

Write today for our complete catalog: Franklin Sports Industries, Inc. Box 508, 17 Campanelli Parkway, Stoughton, Massachusetts 02072. Or call toll-free 800-225-8647. West Coast Distribution Center: 2280 Meyers Avenue, Escondido, California 92024. Or call (714) 743-7074.

Franklin



Franklin
TRAINING CENTER
franklin
franklin
Franklin
SUGAR

1980 Award Winner

Corning Ware is so well known that Richway, Athens, Ga., just mass displays the litho four-color packages of individual cookware and sets, saving valuable shelf space. *(DSN photo)*

## HOUSEWARES

*(Continued from page 69)*

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| | | **CORNING WARE** | | | |
| 1 | 1 | Microwave browning grill | 1,635 | 22.59 | 36,934.65 |
| 2 | 7 | Kitchen Starter set, Wildflower | 714 | 39.87 | 28,467.18 |
| 3 | — | Kitchen Starter set, Spice | 531 | 39.87 | 21,170.97 |
| 4 | — | Menu-ette set, Spice | 726 | 24.28 | 17,627.28 |
| 5 | 14 | 2½-qt casserole, Spice | 869 | 17.74 | 15,416.06 |
| 6 | — | 2-qt Saucepan, Spice | 936 | 15.31 | 14,330.16 |
| 7 | 13 | Cook's Choice set, Wildflower | 241 | 56.39 | 13,589.99 |
| 8 | — | Menu-ette set, Wildflower | 555 | 24.28 | 13,475.40 |
| 9 | — | 6-cup Teapot, Spice | 841 | 15.60 | 13,119.60 |
| 10 | 6 | Grab-4-It set | 712 | 18.21 | 12,965.52 |
| 11 | 15 | 2½-qt Ovl casserole w/cov, Frnch Whi | 787 | 16.42 | 12,922.54 |
| 12 | — | 2½-qt Oval casserole, French White | 925 | 13.06 | 12,080.50 |
| 13 | 11 | 6-cup Teapot, Wildflower | 767 | 15.60 | 11,965.20 |
| 14 | — | 3-pc French White set | 365 | 31.59 | 11,530.35 |
| 15 | 9 | Microwave set | 287 | 39.87 | 11,442.69 |
| 16 | — | 3-qt Saucepan, Spice | 574 | 19.30 | 11,078.20 |
| | | **PYREX** | | | |
| 1 | — | Sprout Farm kit | 6,164 | 9.61 | 59,236.04 |
| 2 | 1 | 3-qt oblong Bake dish | 10,835 | 4.55 | 49,299.25 |
| 3 | — | 6-cup Percolator | 2,030 | 12.15 | 24,664.50 |
| 4 | 2 | 2-qt oblong Bake dish | 4,904 | 4.09 | 20,057.36 |
| 5 | 9 | 1-pt Liquid measure | 9,932 | 1.80 | 17,877.60 |
| 6 | 4 | 3-qt Utility dish w/basket | 1,296 | 12.94 | 16,770.24 |
| 7 | — | 3-pc Casserole set, Autumn Harvester | 1,147 | 14.53 | 16,665.91 |
| 8 | — | 4-pc Bowl set, Autumn Harvester | 1,068 | 13.09 | 13,980.12 |
| 9 | — | 2-qt square Cake dish | 3,882 | 3.47 | 13,470.54 |
| 10 | 7 | 6-oz Custard cup, 4-pk | 4,578 | 2.72 | 12,452.16 |
| 11 | — | 2-qt Utility casserole w/basket | 831 | 12.94 | 10,753.14 |
| 12 | — | 10-oz Deep pie dish | 2,874 | 3.65 | 10,490.10 |
| 13 | — | 3-pc Mix bowl set | 1,708 | 5.94 | 10,145.52 |
| 14 | 10 | 1-qt Liquid measure | 4,342 | 2.28 | 9,899.76 |
| 15 | — | 2-qt Utility casserole | 1,788 | 4.55 | 8,135.40 |
| 16 | — | 9" Pie plate | 5,112 | 1.56 | 7,974.72 |

*Discount Store News*

PMA®

**PRODUCT MOVEMENT AUDIT**

## Price Hikes

*(Continued from page 69)*

from Durand; discounters and other retailers are looking to increase their vendors, and foreign glassware producers are one source, particularly those that warehouse goods in the United States.

Microwave cookware has become another growth area on the West Coast, aided by the large sales of microwave ovens as Christmas purchases.

This cookware shows up in the PMA cookware and Corning Ware charts. On the former, three microwave items showed up, while on the latter, two products specifically designated for microwaves showed up, including a browning grill as the No. 1 item. (Of course, all Corning Ware and glass cookware can be used in Microwave ovens, and manufacturers of such cookware label the goods with this information.)

The interest in multicount sets as a way to save money was also seen in gadgets, where a 7-pc. kitchen tool set from Ekco was new to the report and also the top item. The set was in almond, the color that appeared on the majority of the Rubbermaid items and also showed up in the bath shop.

Almond appeared on 11 Rubbermaid products, followed by chocolate on six and gold on two. One avocado item also made the report, but this shade is due to be phased out by the manufacturer.

Tabletop is another area where selective addition of new items can result in added sales. Corning Glass' Dimension IV line is an example of this, with the three different patterns capturing the Nos. 11, 12 and 13 places. The best-selling color seems to be cinnamon, not only on the West Coast but also in other sections of the country, followed by almond.

The other interest in tabletop is the performance of the Batik pattern and the new Strawberry Sunday design. The report indicated that Batik is the weakest Expressions design now that Blue Heather has been dropped. Strawberry's unit movement was ahead of Batik but was the lowest of all the Expressions and Corelle items in unit sales, so that the jury is still out on this design.

## Murphy's Income Down 8% in Qtr.

McKEESPORT, Pa.—G. C. Murphy reported third-quarter sales of $193 million, an 11.8% increase over last year's quarterly sales of $173 million.

Net income for the period fell 8% to $2.4 million, or 60¢ per share, compared to earnings of $2.6 million, or 67¢ per share for the same period a year earlier.

The decline in net income reflects a shift to LIFO inventory valuation methods which the company adopted in 1979. In the first 39 weeks of the current fiscal year, LIFO accounting reduced net income by $2.9 million, or 74¢ per share.

GOOD RIDDANCE FOR RODENTS: GOOD PROFITS FOR YOU!

Industry-proven STICK-EM™ Glue Traps are a major advance in rodent control. With no springs or snaps or poisons, STICK-EM™ Traps are safer, cleaner, easier to use and more effective. In your store, they will sell better, too.

The STICK-EM™ Traps are made of a tenacious, non-drying, non-poisonous, adhesive that when placed along the wall, traps the mice as they travel.

The colorful STICK-EM™ SAFE-TEE™ Glue Trap package, features a "tunnel" design for "out of sight" trapping that makes your customer want to try it . . . and then return to re-buy it.

The STICK-EM™ economy 4-pack is attractively packaged to capture customer attention. Ideal for use in all areas of the home, the 4-pack is the perfect way to discover the convenience and the effectiveness of glue traps.

Where large rodents are a problem, STICK-EM™ Glue Traps for Rats and Mice are the perfect solution. These large-size Glue Traps can catch one rat or many mice . . . and make disposal quick and simple.

Packaged four to a box for extra value.

The SAFE-TEE™, two to a box.

The large-size two-pack glue traps.

Order your supply of STICK-EM™ Traps from your wholesaler today or write for further information. CASH-IN on the demand for the safer, non-poisonous, way to trap rodents . . . the catchword is STICK-EM™!

*Manufactured by*

J. T. EATON & CO., INC.,
1393 HIGHLAND RD., TWINSBURG (CLEVELAND), OHIO 44087
PHONE: (800) 321-3421, In Ohio (216) 425-7801

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Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

# Electrics Rebates Multiply

**By Howard Bobroff**
*President,*
*Myron Nickman Distributors*

Rebates for small appliances will flood discounter advertising this year as chains latch on to the growing number of rebates that more and more manufacturers will be offering this year.

The tide will break at the housewares show, with such manufacturers as Hamilton Beach and Clairol set to detail expanded rebate programs. In past years, most manufacturers have offered rebates on a few items; the trend this year shapes up as offering rebates across-the-board.

While there are many logistical problems for discounters and other retailers in handling rebates, the good news is that the boosted sales of rebated items—especially when featured in ads—are plus business, with nonrebated items maintaining previous volume levels.

The augmented manufacturer rebate programs will be making news at the housewares show at the same time as key items such as hot air popcorn makers are reduced in price for first-half promotions.

### Related Move

What's happening is that manufacturers are aiding retailers in the latter's efforts to hit key price points on ads by reducing the wholesale cost of the best-selling items that draw shoppers.

The price cuts for hot air popcorn makers are designed to enable discounters and other retailers hit $19.99 as the promotional price in ads.

Drip coffeemakers are another key kitchen electric that will be subject to selective price cuts for the first quarter. But in this category, the $19.99 promotional price will result from the lower wholesale cost plus the inclusion of the rebate offer so that the final price to the consumer can be under $20.

### High Volume

The reason these two small appliances are being singled out is evident from the Product Movement Audit.

Drip coffeemakers were the No. 1 kitchen electric both in terms of unit movement and total dollar movement, while the two hot air popcorn makers that captured the Nos. 1 and 2 spots in the specialty electrics listing accounted for the third highest number of units moved and the second highest total dollar movement.

(Continued on page 88)

## ELECTRICS

*These electric housewares figures, for Sept. 15-Nov. 8, were supplied by Myron Nickman, a division of Cook United, Maple Heights, Ohio, and cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount clients.*

### STYLER/DRYERS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 3 | Conair 1000W Pro Dryer | 2,039 | 13.85 | 28,240.15 |
| 2 | 16 | Gillette 1300W Supermax Pro | 825 | 18.15 | 14,973.75 |
| 3 | 4 | Gillette 1000W Supermax 2 | 676 | 20.14 | 13,614.64 |
| 4 | 13 | Conair 1200W Pistol Power | 974 | 12.40 | 12,077.60 |
| 5 | 2 | Conair 1250W Vagabond | 637 | 16.63 | 10,593.31 |
| 6 | 7 | Norelco 1000W Gotcha Gun | 695 | 11.71 | 8,138.45 |
| 7 | 10 | Gillette 1200W Supermax | 347 | 22.83 | 7,922.01 |
| 8 | 1 | Northern 100W | 584 | 12.58 | 7,346.72 |
| 9 | 8 | Northern 1200W | 633 | 10.86 | 6,874.38 |
| 10 | 6 | Windmere 1250W Boss | 482 | 13.15 | 6,338.30 |
| 11 | 5 | Northern 1200W compact | 679 | 8.98 | 6,097.42 |
| 12 | 9 | Northern 1200W folding mini dryer | 563 | 10.35 | 5,827.05 |
| 13 | 12 | Conair 1200W Pro Styler w/brush | 228 | 22.59 | 5,150.52 |
| 14 | — | Norelco 1200W Gotcha Gun | 265 | 14.31 | 3,792.15 |
| 15 | — | Clairol 1200W Son of a Gun | 72 | 20.84 | 1,500.48 |
|  |  | TOTALS | 9,699 |  | 138,486.93 |

### CURLING WANDS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 2 | Clairol Crazy Brush | 1,839 | 14.78 | 27,180.42 |
| 2 | 3 | Gillette Body & Curl | 1,808 | 14.76 | 26,686.08 |
| 3 | 7 | Clairol Crazy Curl | 1,828 | 12.09 | 22,100.52 |
| 4 | — | Conair Curling Brush | 2,285 | 8.73 | 19,948.05 |
| 5 | 4 | Northern Pro Styling Brush | 1,745 | 6.86 | 11,970.70 |
| 6 | 1 | Norelco Wave Maker | 625 | 11.72 | 7,325.00 |
| 7 | 5 | Norelco Curl Q | 695 | 10.40 | 7,228.00 |
| 8 | — | Conair Curls 'N Curls | 360 | 19.13 | 6,886.80 |
| 9 | — | Gillette Super Curl | 633 | 10.73 | 6,792.09 |
| 10 | 8 | Windmere Pretty Curl | 871 | 5.58 | 4,860.18 |
| 11 | 12 | Northern Pro Iron, chrome | 800 | 4.79 | 3,832.00 |
| 12 | — | Dallas Hot Pick | 216 | 11.43 | 2,468.88 |
| 13 | — | Dallas Hot Brush | 216 | 10.41 | 2,248.56 |
| 14 | — | Georgie Curling Brush | 150 | 7.84 | 1,176.00 |
|  |  | TOTALS | 14,071 |  | 150,703.28 |

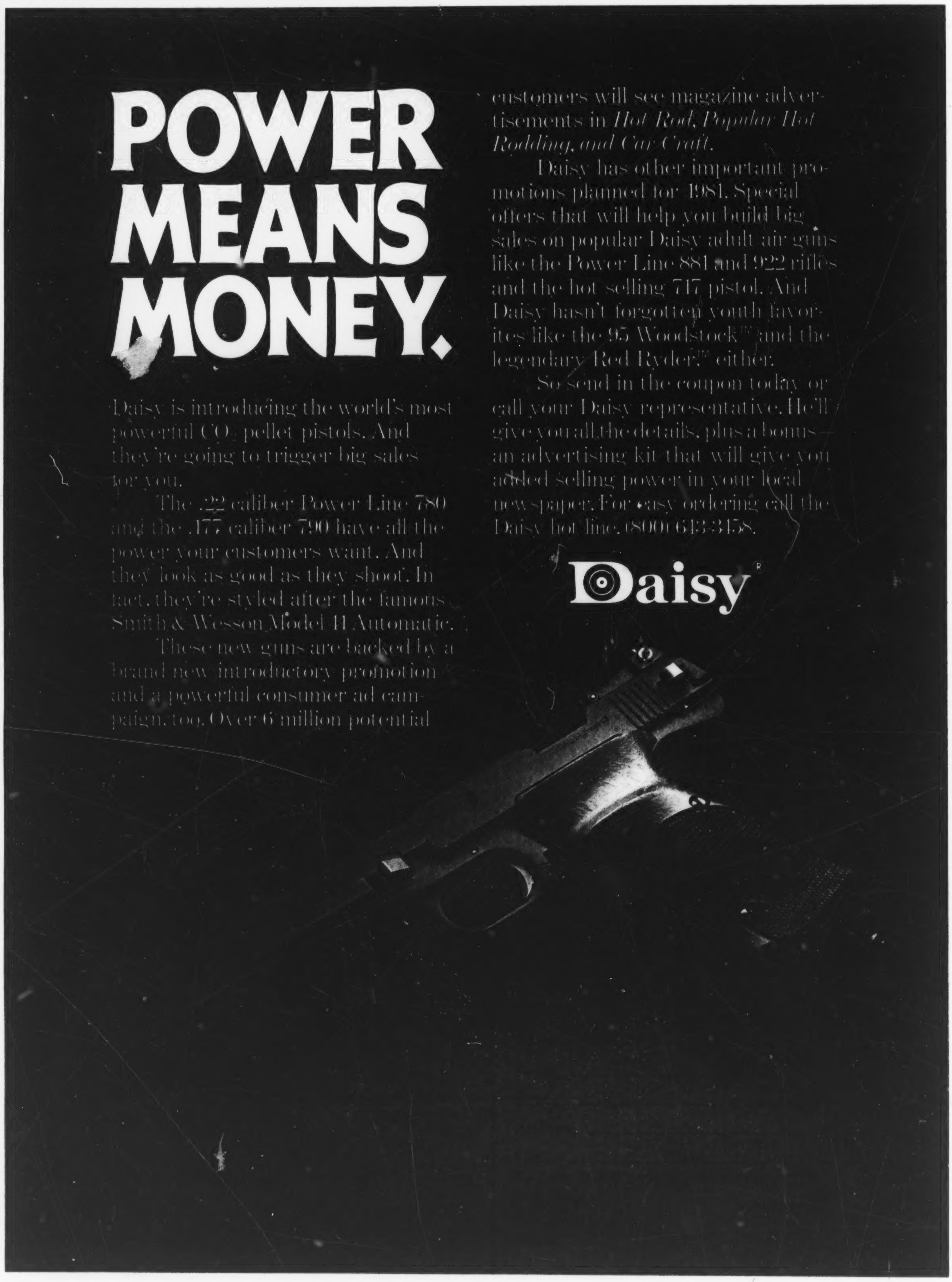
### DRIP COFFEEMAKERS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 2 | Norelco 10-cup Dial-a-Brew | 2,928 | 22.20 | 65,001.60 |
| 2 | — | North Amer Mr. Coffee 10-cp, almnd | 2,118 | 29.29 | 62,036.22 |
| 3 | 3 | Proctor-Silex 10-cup | 3,011 | 19.88 | 59,858.68 |
| 4 | 1 | North Amer Mr. Coffee 12-cup w/saver | 1,260 | 44.48 | 56,044.80 |
| 5 | 7 | North Amer Mr. Coffee 10-cp w/sv, alm | 1,304 | 40.64 | 52,994.56 |
| 6 | 4 | North Amer Mr. Coffee 10-cup | 1,145 | 23.88 | 27,342.60 |
| 7 | 9 | Hamilton Beach Mini-Drip II | 550 | 16.12 | 8,866.00 |
| 8 | — | Norelco 12-cup Dial-A-Brew | 220 | 36.48 | 8,025.60 |
| 9 | 6 | Norelco 4-cup Express | 111 | 22.04 | 2,446.44 |
|  |  | TOTALS | 12,647 |  | 342,616.50 |

### IRONS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Proctor-Silex steam | 2,001 | 12.93 | 25,872.93 |
| 2 | 6 | Sunbeam self-clean promotional | 648 | 22.83 | 14,793.84 |
| 3 | — | Proctor-Silex Lady Light spray/steam | 348 | 23.61 | 8,216.28 |

(Continued on page 88)



POWER MEANS MONEY.

Daisy is introducing the world's most powerful $CO_2$ pellet pistols. And they're going to trigger big sales for you.

The .22 caliber Power Line 780 and the .177 caliber 790 have all the power your customers want. And they look as good as they shoot. In fact, they're styled after the famous Smith & Wesson Model 41 Automatic.

These new guns are backed by a brand new introductory promotion and a powerful consumer ad campaign, too. Over 6 million potential customers will see magazine advertisements in *Hot Rod, Popular Hot Rodding, and Car Craft.*

Daisy has other important promotions planned for 1981. Special offers that will help you build big sales on popular Daisy adult air guns like the Power Line 881 and 922 rifles and the hot selling 717 pistol. And Daisy hasn't forgotten youth favorites like the 95 Woodstock™ and the legendary Red Ryder.™ either.

So send in the coupon today or call your Daisy representative. He'll give you all the details, plus a bonus—an advertising kit that will give you added selling power in your local newspaper. For easy ordering call the Daisy hot line. (800) 643-3458.

Daisy®

*Discount Store News*

PMA®

PRODUCT MOVEMENT AUDIT

# Rebates

*(Continued from page 87)*

Hot air popcorn makers continued as the dominant product in the specialty electrics listing. The strong consumer demand for them also abetted sales of regular popcorn makers, so that traditional units were Nos. 4 and 6 on the chart, giving popcorn poppers four of the seven first places on the report.

Specialty electrics were No. 2 in total unit and dollar movement among the 10 kitchen electrics categories tracked on the electrics PMA. (Two personal care electrics classifications are also covered.)

The top kitchen electrics, drip coffeemakers, held that ranking for more than a year.

This demand reflected the fact that consumers have purchased and are using drip coffeemakers in a number of different places—home, kitchen, workroom, den, playroom, vacation home and even office—due to the stable price.

The replacement market for drip coffeemakers is strong, with the emphasis on price, rather than features such as timers. In fact none of the nine models that appeared on the PMA included a timer, with the only step-up feature found on four models being a brew control to save on the amount of coffee used in brewing.

The timer feature hasn't overwhelmed the drip coffeemaker classification because this control adds as much as $10 to the retail price—a cost that a great many consumers aren't willing to pay in the current tight economy.

Timers, down the road, could become a more important feature, as a number of manufacturers are adding this control to their line, and these models could be included in rebate programs later in the year.

The rebates for drip coffeemakers that will be available at the housewares show will come from almost every manufacturer of this item.

These rebates, together with the selective price cuts due for the first quarter, will enable discounters and other retailers to feature 10-cup drips at under $20 and 12-cup models at under $25 in ads.

Two mini drips made the report as Nos. 7 and 9. These four-cup models continue to be

*(Continued on page 89)*

## ELECTRICS

*(Continued from page 87)*

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 4 | 5 | Proctor-Silex steam/spray | 528 | 15.54 | 8,205.12 |
| 5 | 3 | Sunbeam self-clean | 263 | 29.28 | 7,700.64 |
| 6 | 9 | Sunbeam steam iron, promotional | 581 | 12.99 | 7,547.19 |
| 7 | 8 | Hamilton Beach Smart Iron | 187 | 26.99 | 5,047.13 |
| 8 | 7 | Struhl travel iron | 501 | 5.94 | 2,975.94 |
| | | TOTALS | 4,476 | | 80,359.07 |

### SPECIALTY ELECTRICS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Wear-Ever Popcorn Pumper | 3,273 | 27.26 | 89,221.98 |
| 2 | 3 | Presto Popcorn Now | 1,745 | 29.50 | 51,477.50 |
| 3 | 4 | Presto Fry Daddy | 459 | 26.86 | 12,328.74 |
| 4 | 6 | Hamilton Beach Butter-up Popper | 538 | 14.78 | 7,951.64 |
| 5 | 8 | Hamilton Beach Fry All | 378 | 14.78 | 5,586.84 |
| 6 | — | West Bend 4-qt Butter Matic ppcrn mkr | 331 | 12.68 | 4,197.08 |
| 7 | 2 | Proctor-Silex 4-qt ice cream maker | 145 | 18.09 | 2,623.05 |
| | | TOTALS | 6,869 | | 173,386.83 |

### SLOW COOKERS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 3 | Rival 3½-qt, removable liner | 1,013 | 21.84 | 22,123.92 |
| 2 | 2 | Rival 3½-qt, almond | 1,172 | 13.41 | 15,716.52 |
| 3 | 1 | Rival 5-qt, removable liner, beige | 485 | 26.80 | 12,998.00 |
| 4 | 4 | Rival 5-qt, removable liner, avocado | 558 | 21.83 | 12,181.14 |
| 5 | 6 | Van Wyck 6-qt, removable liner | 345 | 12.44 | 4,291.80 |
| | | TOTALS | 3,573 | | 67,311.38 |

### TOASTERS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Proctor-Silex 2-slice, promo | 1,412 | 12.25 | 17,297.00 |
| 2 | 2 | Toastmaster 2-slice, almond | 1,180 | 12.94 | 15,269.20 |
| 3 | — | Toastmaster 4-slice | 697 | 21.73 | 15,145.81 |
| 4 | 3 | Proctor-Silex 4-slice, promo | 456 | 18.91 | 8,622.96 |
| 5 | 5 | Proctor-Silex 2-slice, pastry | 348 | 16.98 | 5,909.04 |
| 6 | 4 | Toastmaster 4-slice, dual control | 191 | 30.10 | 5,749.10 |
| | | TOTALS | 4,284 | | 67,993.11 |

### FOOD PROCESSORS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | — | Sunbeam Le Chef | 205 | 107.71 | 22,080.55 |
| 2 | 1 | Hamilton Beach Cuisine Machine | 71 | 59.23 | 4,205.33 |
| 3 | — | Norelco Food Processor | 97 | 37.50 | 3,637.50 |
| | | TOTALS | 373 | | 29,923.38 |

### BLENDERS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 4 | Oster 10-speed | 752 | 25.74 | 19,356.48 |
| 2 | 6 | Waring, 8-speed, Titan | 687 | 20.10 | 13,808.70 |
| 3 | 2 | Waring 14-speed, almond | 573 | 23.14 | 13,259.22 |
| 4 | 1 | Hamilton Beach 7-speed, almond | 586 | 20.11 | 11,784.46 |
| 5 | 5 | Hamilton Beach 14-sp Bindr Plus, gd | 256 | 28.46 | 7,285.76 |
| 6 | 3 | Waring 15-button, white | 80 | 26.86 | 2,148.80 |
| | | TOTALS | 2,934 | | 67,643.42 |

### STAND MIXERS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 2 | Waring 6-speed, 2-way, white | 387 | 21.20 | 8,204.40 |
| 2 | — | Waring 12-speed | 191 | 23.21 | 4,433.11 |
| 3 | 1 | Sunbeam w/dough hook, white | 30 | 80.63 | 2,418.90 |
| | | TOTALS | 608 | | 15,056.41 |

### HAND MIXERS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 1 | Hamilton Beach 3-speed, gold | 1,923 | 11.14 | 21,422.22 |
| 2 | 4 | Hamilton Beach 5-sp w/case, almond | 581 | 18.60 | 10,806.60 |
| 3 | 3 | Sunbeam 3-sp, white | 592 | 11.80 | 6,985.60 |
| 4 | 5 | Sunbeam 5-sp, Burst of Power, white | 247 | 22.55 | 5,569.85 |
| 5 | 2 | Waring 6-sp, white | 292 | 13.38 | 3,906.96 |
| | | TOTALS | 3,635 | | 48,691.23 |

# Jamesway Net Down

SECAUCUS, N.J.—Jamesway reported third-quarter sales, excluding leased departments, increased 10% to $69.8 million over last year's third-quarter sales of $63.3 million.

Earnings, however, plummeted 18% to $1.4 million, or 50¢ per share, compared to last year's third-quarter earnings of $1.7 million, or 57¢ per share. Company officials attributed the earnings decline to continued softness in consumer demand and high interest rate pressures.

What 40 million people have been waiting for. A glue that works where others fail.

NEW TECHNOLOGY
LOCTITE
DURO
DEPEND
NO MIX Adhesive
• Out-performs ordinary glues
• Works on oily and porous surfaces
• Durable, water resistant
• Epoxy strong
• Bonds in 60 seconds
DEPEND
DEPEND

New Duro™ Depend® is the newest concept in adhesives. A solution to many of the problems that keep 40 million potential customers out of the glue market. Add new Depend to your line, tap that vast new market, and increase your glue sales. Depend out-performs ordinary glues in seven important ways.

Big K's remodeled store on Charlotte Pike, Nashville, uses a cube display for coffeemakers that includes drip and percolator models. Samples are flanked by stock on top and below. *(DSN photo)*

Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

# Rebates

*(Continued from page 88)*

a small part of the total drip coffeemaker market, as is evidenced by their standing on the report.

The other key kitchen electrics to watch during the first quarter are toasters. Two-slice models were a strong seller last year and manufacturers didn't have enough goods to meet demand. The producers are expected to overcome this shortfall this year and the first signs of this should be better delivery of larger quantities.

The key reason for the unexpected demand for two-slice toasters was the low price for a staple kitchen appliance. These basic toasters far outsold the higher priced four-slice models. In fact, the top two toasters on the PMA were two-slice units tagged at under $13 that can be featured in ads at under $10.

As for the other kitchen electrics, slow cookers had a flurry of activity last year. The outlook for this year is that volume will level off at a slightly lower level. Rival continues to be the dominant brand for this product and accounted for four of the five models that showed up on the PMA.

Food processors showed little activity due to the economy and the relatively high price for a kitchen electric, even after sharp rebates were used to reduce the final cost to consumers. The weak food processor market resulted in Norelco dropping this item from its line, while Hamilton Beach has dropped its electronic model.

The weak food processor business could have helped blenders as this kitchen electric last year produced more sales than in 1979. The steady blender business was aided by the fact that specific units could be—and were—promoted at $19.99 on ad, whereas only discontinued and off-brand food processors could be tagged at this price in a promotion.

In the can opener report, five of the eight items included a knife sharpener feature. Models with this feature are priced in the $12-$15 range as opposed to under $10 for a simple can opener, but the additional $2 to $5 hasn't turned off consumers.

### Promising Area

In irons, the trend to lightweight and compact models continued to gain steam; two such units made the report as Nos. 3 and 7. While most of the iron action was in the $15-$20 range, lightweight units were the step up in the $20-$25 area. In that price range, compact irons vied with self-cleaning models for business. Two self-cleaning irons also made the PMA.

A number of trends should be watched in the personal care electrics area. One is the expansion of health care items (which aren't tracked on the PMA) that run the gamut from hand massagers to heat and cold wraps. A growing number of manufacturers will be offering the latter item at the show.

In the two personal care cate-

*(Continued on page 100)*

# Wicker

*(Continued from page 81)*

Again following industry trendsetters, smaller chains merchandise wicker and other furniture in vignettes or on endcaps as the profitable classification becomes more promotional.

Promotions are increasing from two to four a year at David's, Wichita, Kan., a buyer said. He started a wicker section last September and experienced a 60% sell-through with his first promotion. That proved to him that even with limited space and selection, his three-store operation could sell trade-up goods.

The emphasis so far has been on accessory items like baskets, mats and wall decorations; but with sku's cut 15% overall in his department, the buyer looks to expand his 16-ft. run.

At another Kansas chain, ALCO, the buyer is considering larger, more decorative pieces, but this year's program has not been set yet.

The first two promotions for his new section, however, were successful enough for him to make the 12-ft. runs added to 72 stores last spring a year-round

*(Continued on page 114)*

**1. Works on oily or dirty surfaces.**
New Duro Depend lets your customers make permanent repairs without elaborate surface preparation. Even if the surfaces to be glued are porous, oily, dirty or contain small gaps. And once set, Depend bonds are water-resistant. So it has hundreds of applications both outside and in.

**2. Ultra-strong.**
Depend delivers very strong, permanent bonds on wood, metals, tough-to-bond plastics and nearly every other household material.

**3. Bonds in 60 seconds.**
Cure doesn't begin until parts are assembled. Then Depend sets to holding strength four times faster than epoxies. Without clamps.

**4. No mixing.**
Brush Duro Depend activator on one surface. Then use the easy-to-handle syringe to apply the adhesive to the other. No measuring.

**5. No waste.**
You dispense just the amount of Depend you need.

**6. No mess.**
No mixing tools. Nothing left over to clean up. The Depend syringe and non-spill activator bottle make application neat and easy. Comes complete with handy storage tray.

**7. Sticks in customers' minds.**
Depend will get the kind of advertising support a revolutionary new glue deserves: 236,812,160 adult advertising impressions ■ High-Impact network TV, all three networks ■ Spot TV tagged with your name ■ Two-page *TV Guide* ad with cents-off coupon ■ *Sports Illustrated, Good Housekeeping,* and *Reader's Digest* ■ Publicity, demonstrations, trial sizes ■ Free take-one brochures ■ Striking POP to make the Duro Depend story stick. Just ask your Duro representative or call SAM at 1-800-321-9188 for more information.

**DURO™ Depend.**
**A new concept in adhesives.**

Woodhill Permatex
a Loctite Corporation division

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## HOUSEWARES

*These nonelectric housewares figures, for Sept. 15-Nov. 8, were supplied by Myron Nickman, a division of Cook United, Maple Heights, Ohio, and cover 900 stores, including 125 discount stores in the Midwest. Average retail prices reflect typical price points for discount clients.*

### BATH SHOP

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 8 | Gray large shower caddy, white | 1,020 | 3.77 | 3,845.40 |
| 2 | 2 | Selfix shampoo spray | 2,352 | 1.50 | 3,528.00 |
| 3 | 1 | Selfix portable shower spray | 534 | 6.51 | 3,476.34 |
| 4 | 4 | Ekco 18" towel bar, chrome | 1,512 | 1.60 | 2,419.20 |
| 5 | 9 | Hanson scale, Princess, white | 348 | 6.92 | 2,408.16 |
| 6 | 1 | Gray shower caddy, white | 1,038 | 2.25 | 2,335.50 |
| 7 | 10 | Hanson scale, Princess, gold | 328 | 6.92 | 2,269.76 |
| 8 | 14 | Selfix twin hooks, 2-pack | 2,616 | 0.83 | 2,171.28 |
| 9 | 6 | Ekco toilet tissue holder, chrome | 1,404 | 1.53 | 2,418.12 |
| 10 | 12 | Ekco 24" twin towel bar, chrome | 714 | 2.62 | 1,870.68 |
| 11 | — | Empire bowl brush, Tampico | 2,472 | 0.74 | 1,829.28 |
| 12 | — | Empire bowl brush, plastic | 2,544 | 0.70 | 1,780.80 |
| 13 | 19 | Ekco 12" towel bar, chrome | 1,188 | 1.47 | 1,746.36 |
| 14 | 18 | Selfix 2 hooks, Moderne | 3,432 | 0.50 | 1,716.00 |

### RUBBERMAID

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | — | 20-gal Refuse container, avocado | 2,166 | 9.20 | 19,927.20 |
| 2 | 5 | Deluxe dish drainer, Orange | 1,068 | 4.14 | 4,421.52 |
| 3 | — | 6"-dp Drawer organizer, sand | 4,404 | 0.98 | 4,315.92 |
| 4 | 9 | Deluxe dish drainer, chocolate | 1,038 | 4.13 | 4,286.94 |
| 5 | — | 12"x10" Shelf liner, white | 3,756 | 1.05 | 3,943.80 |
| 6 | 10 | 15¾" Drainer tray, gold | 1,296 | 2.88 | 3,732.48 |
| 7 | — | 17¾"-hi Wastebasket, chocolate | 1,008 | 3.70 | 3,729.60 |
| 8 | — | Bath mat, white | 1,980 | 1.88 | 3,722.40 |
| 9 | 20 | 5¼"-dp Dishpan, gold | 1,812 | 2.03 | 3,678.36 |
| 10 | — | 6"-dp Drawer organizer, sand | 5,664 | 0.63 | 3,568.32 |
| 11 | 12 | Deluxe dish drainer, almond | 876 | 4.07 | 3,565.32 |
| 12 | — | 17¾"-hi Wastebasket, gold | 936 | 3.65 | 3,416.40 |
| 13 | — | 22"-wide Shelf and drawer liner, white | 3,216 | 1.05 | 3,376.80 |
| 14 | — | 5¼"-dp Dishpan, chocolate | 1,662 | 2.02 | 3,357.24 |

### CORNING WARE

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | — | Large Counter-Saver, Spice | 717 | 17.50 | 12,547.50 |
| 2 | — | 1-qt Microwave Cook 'N Pour | 1,557 | 7.92 | 12,331.44 |
| 3 | 3 | Microwave set | 436 | 28.18 | 12,286.48 |
| 4 | 14 | 2½-qt Casserole, Spice | 855 | 13.64 | 11,662.20 |
| 5 | 4 | Cook's Choice set, Wildflower | 257 | 43.09 | 11,074.13 |
| 6 | — | French White Collection | 498 | 22.15 | 11,030.70 |
| 7 | 12 | Kitchen Starter set, Wildflower | 436 | 25.14 | 10,961.04 |
| 8 | — | Large Counter-Saver, Wildflower | 540 | 17.85 | 9,639.00 |
| 9 | 2 | Grab-"4"-It set | 787 | 12.18 | 9,585.66 |
| 10 | — | Cook's Choice set, Spice | 209 | 43.09 | 9,005.81 |
| 11 | 20 | 2-qt Casserole, Spice | 716 | 11.89 | 8,513.24 |
| 12 | 9 | 3-qt Casserole, Spice | 502 | 14.88 | 7,469.76 |
| 13 | — | Kitchen Starter set, Spice | 288 | 25.70 | 7,401.60 |
| 14 | 16 | Kitchen Starter set, Cornflower | 325 | 22.30 | 7,247.50 |

### PYREX

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 3 | 4-pc Mixing bwl st w/hndle, Autmn Harvst | 1,753 | 10.05 | 17,617.65 |
| 2 | 7 | 3-pc Casserole set, Autumn Harvest | 1,300 | 11.19 | 14,547.00 |
| 3 | 1 | 3-qt Oblong bake dish w/basket | 1,004 | 10.15 | 10,190.60 |
| 4 | — | Sprout Farm kit | 792 | 7.94 | 6,288.48 |
| 5 | 10 | 2-qt Casserole w/basket | 612 | 10.23 | 6,260.76 |
| 6 | 9 | 3-qt Oblong bake dish | 972 | 3.99 | 3,878.28 |
| 7 | 18 | 9" Pie plate, white | 1,956 | 1.61 | 3,149.16 |
| 8 | 17 | 1½-qt Casserole w/basket, Fireside | 368 | 6.37 | 2,344.16 |
| 9 | — | 3-pc Mixing bowl set, gold | 348 | 6.72 | 2,338.56 |
| 10 | — | 1-qt Casserole, white | 1,404 | 1.61 | 2,260.44 |
| 11 | — | 2-qt Oblong bake dish | 630 | 3.57 | 2,249.10 |
| 12 | — | 2-qt Serving pitcher | 1,500 | 1.44 | 2,160.00 |
| 13 | 15 | 1-pt Liquid measure | 1,068 | 1.99 | 2,125.32 |
| 14 | — | 3-qt Casserole | 360 | 5.53 | 1,990.80 |

(Continued on page 98)

*Discount Store News*

PMA®

PRODUCT MOVEMENT AUDIT

# Mfrs. to Push Fashion as a Step-up Tool

**By Howard Bobroff,**
*President,*
*Myron Nickman Distributors*

Fashion will come to the fore at the housewares show.

Manufacturers of nonelectric housewares will use fashion as the merchandising vehicle to move products into higher price points and to stimulate sales in the face of the continuing weak economy.

Plastics and Rubbermaid are housewares areas that are preeminently geared to show off new fashions. In the former, high-tech colors and clean, contemporary lines will be featured by most manufacturers.

Rubbermaid, which has already picked up on the contemporary look with its Rubbermaid II bath collection and such items as its grip 'n mix bowls, funnels and strainer/colander, will be phasing out avocado as a color and adding yellow as a hue.

The new fashion focus to be seen at the housewares show, however, isn't just on colors. It includes new patterns and even materials that give staple housewares a new home fashion orientation in the eyes of consumers.

The bamboo look is the new pattern to watch at the housewares show, particularly on bath shop items. This look fits in well with current lifestyle home furnishings where wicker is a major design factor—partly due to the extensive use of wicker furniture which is now being merchandised by discounters as well as conventional department stores. (Story, p. 81.)

Strawberries are another pattern that could become important in housewares. The spark came from Corning Glass, which used the strawberry look as a new design for Expressions dinnerware, with mixed results. (This Expressions item is No. 9 on the tabletop PMA chart, ranking behind all the other Expressions designs except for Blue Heather which is being discontinued by the manufacturer as of this month.)

The brass look is the fashio that uses a material to set th design tone. Corning Glass i also the instigator for this fashion, introducing four differen Pyrex bakeware items in th Fireside amber hue with brass plated servers, at the housewares show.

While a specific manufacturer may have sparked a fashion, the pattern or design onl becomes important when othe producers join the parade.

A case in point is glasswar Libbey has had strawberries a one of its patterns for 12-oz beverageware in its Sho-Pak 8 pc. set line, and has had a bamboo finish for on-the-rocks coolers and beverage glasses The finish is offered in three colors: clear crystal, blue an

(Continued on page 98)

Make more green with FUJI GREEN.

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Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

# Push Fashion

*(Continued from page 94)*

tawny.

At the show, the manufacturer will introduce rattan (which is similar to bamboo and wicker as a fashion look) as a new design for double, cooler and beverage glasses.

Libbey's 12-oz. beverageware in the strawberry pattern was No. 18 on the glassware PMA report.

A reverse situation holds for Anchor Hocking, the other major glassware manufacturer. Bamboo is the name for a design on a current line of seven glasses ranging from a 6-oz. juice to a 24-oz. cooler.

The producer, at the show, will introduce Sunberry as its strawberry pattern, on three glasses: juice, beverage and iced tea.

The point to remember is that once a fashion starts to appear on housewares offered by a number of different manufacturers, that design or color is poised to become a factor in generating sales.

### A Different Perspective

The reverse also holds true; once a color or design is dropped by a major vendor, other manufacturers start to phase out that fashion, and the pattern or hue is on the way out as a factor.

The merchandising future of avocado (or green) is now open to question as a result of Rubbermaid's plan to phase out the color. The color didn't show up on any Rubbermaid housewares that made the report, an indication as to why the producer has decided to focus on other hues.

Avocado (or green), however, was strong on the plastics PMA chart, showing up on six of the 20 items. In addition, green has been a steady seller in Corelle dinnerware, although sets with this color trim didn't make the current audit.

Fashion is also being used by manufacturers to help merchandise new products. This was evident in tabletop, where Corning Glass has introduced

*(Continued on page 99)*

# Service Merchandise: Sales Up, Profits Down

NASHVILLE—Service Merchandise reported a 21.3% sales increase for the three quarters ended Sept. 30, 1980, to $469 million from $387 million for the same period a year earlier.

Third quarter sales of $159 million were up 15% over the third quarter last year.

Same-store sales increased 8.1% for the nine-month period, 3.3% during the third quarter.

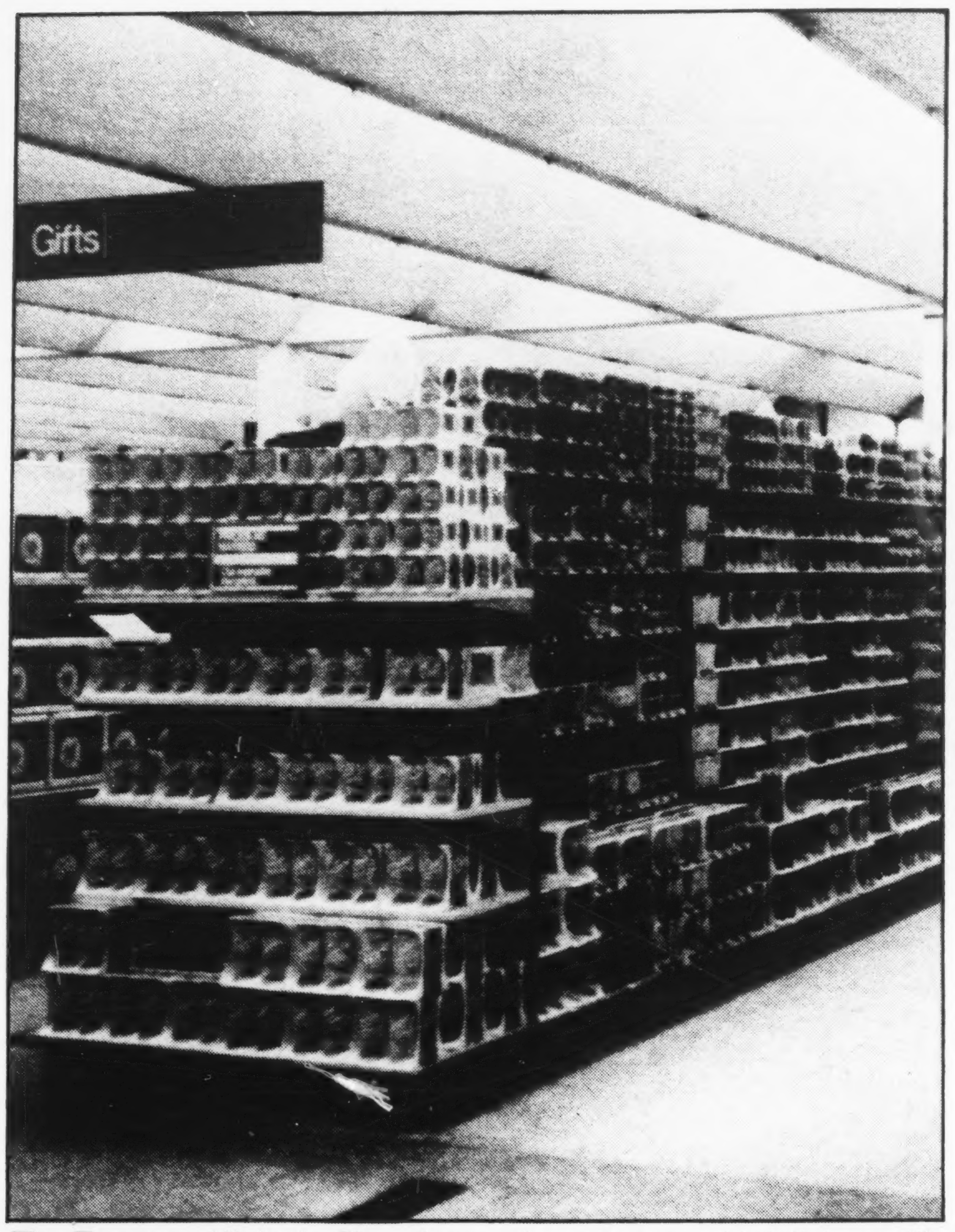
Earnings declined for the nine months to $2,077,000 from $4,483,000 the year before. Raymond Zimmerman, president of the 107-showroom chain attributed much of the earnings decline on increased interest expense, and also said a slight shift in the hard lines mix produced slightly lower gross margins.

## HOUSEWARES

*(Continued from page 94)*

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| | | **TABLETOP** | | | |
| 1 | 1 | Expressions 20-pc set, Wildflower | 1,031 | 49.22 | 50,745.82 |
| 2 | 2 | Expressions 20-pc set, Meadow | 879 | 49.22 | 43,264.38 |
| 3 | 2 | Expressions 20-pc set Indian Summer | 875 | 49.32 | 43,155.00 |
| 4 | 8 | Corelle 20-pc set, blue | 1,201 | 29.90 | 35,909.90 |
| 5 | 7 | Corelle 20-pc set, white | 1,126 | 30.91 | 34,804.66 |
| 6 | 6 | Corelle 20-pc set Woodland | 1,149 | 30.25 | 34,757.25 |
| 7 | 4 | Corelle 20-pc set, gold | 864 | 30.39 | 26,256.96 |
| 8 | 9 | Expressions 20-pc set, Batik | 242 | 50.25 | 12,160.50 |
| 9 | — | Expressions 20-pc set, Strawberry | 197 | 52.88 | 10,417.36 |
| 10 | 10 | Expressions 20-pc set, Blue Heather | 124 | 52.82 | 6,549.68 |
| 11 | — | Dimensions IV 16-pc set, Citrus | 215 | 29.33 | 6,305.95 |
| 12 | — | Royal China 20-pc set, Sussex | 410 | 15.06 | 6,174.60 |
| 13 | 11 | Corelle completer set, Woodland | 198 | 29.44 | 5,829.12 |
| 14 | — | Dimensions IV 16-pc set, Cinnamon | 198 | 29.44 | 5,829.12 |
| 15 | — | Corelle completer set, gold | 410 | 13.94 | 5,715.40 |
| | | **GLASSWARE** | | | |
| 1 | — | Westwood mugs | 14,496 | 1.15 | 16,670.40 |
| 2 | 1 | Anchor Hocking 24-pc set, Nwprt Gld | 1,567 | 8.04 | 12,598.68 |
| 3 | 2 | Anchor Hocking 24-pc set, Nwprt Crystl | 1,163 | 7.91 | 9,199.33 |
| 4 | — | Libbey 24-pc set, Chivalry | 461 | 12.75 | 5,877.75 |
| 5 | 3 | Libbey 6½-oz tall wine, Citation, 4-pk | 1,134 | 3.98 | 4,513.32 |
| 6 | 4 | Libbey 10-oz goblet, Citation, 4-pk | 1,116 | 3.98 | 4,441.68 |
| 7 | 5 | Libbey 6½-oz rnd wine, Citation, 4-pk | 1,002 | 3.96 | 3,967.92 |
| 8 | — | Durand 18-pc set, Lancer | 420 | 8.69 | 3,649.80 |
| 9 | — | Durand 7-pc salad set, Diamant | 464 | 7.46 | 3,461.44 |
| 10 | 7 | Libbey 12-oz bev, Valleybrook, 8-pc | 582 | 5.81 | 3,381.42 |
| 11 | 17 | Libbey 12-oz bev, Meadow, 8-pc | 570 | 5.80 | 3,306.00 |
| 12 | — | Durand 12-pc stemware set | 232 | 13.29 | 3,083.28 |
| 13 | — | Libbey 12-oz bev, Dried Flower, 8-pc | 456 | 5.73 | 2,612.88 |
| 14 | — | Libbey 12-oz bev, Woodhue, 8-pc | 420 | 5.70 | 2,394.00 |
| 15 | 11 | Libbey 6½-oz sherbet, Citation, 4-pk | 564 | 3.98 | 2,244.72 |
| 16 | — | Libbey 2-qt milk bottle | 148 | 12.91 | 1,910.68 |

*(Continued on page 99)*



The Treasury, Hialeah, Fla., shows glassware on a high fixture with recessed shelves that hold just two rows of goods. A wider bottom shelf holds four rows, for shopper access. *(DSN photo)*

Harthglass
Medallion Collection
easy to assemble Medallion glass screens
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Medallion
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Sale
Harthglass.
We finish the fireplace.
HART
Harthglass
We finish the fireplace
HART

Discounters' thrust into home furnishings as a trade-up housewares area is evident in Wal Mart, Oklahoma City, where vignettes are used to show goods in room-like settings. *(DSN photo)*

## HOUSEWARES

*(Continued from page 98)*

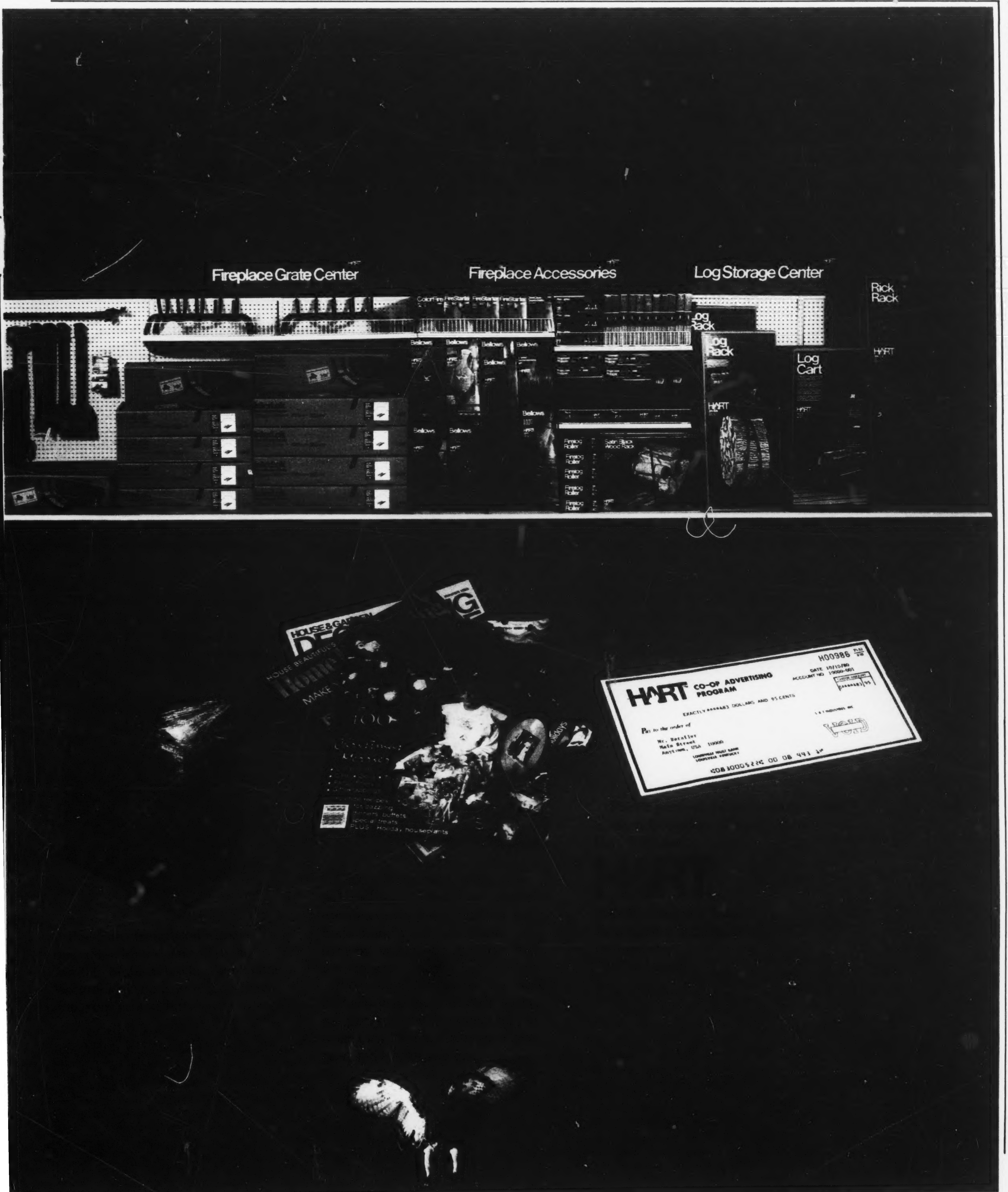
### GADGETS

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | 13 | Foley 2-qt food mill | 756 | 6.34 | 4,793.04 |
| 2 | 1 | Swing-A-Way hand can opener, chrome | 1,584 | 2.79 | 4,419.36 |
| 3 | 15 | Ekco paring knife | 3,732 | 1.06 | 3,955.92 |
| 4 | — | Ekco pastry brush | 3,576 | 1.09 | 3,897.84 |
| 5 | — | Foley 8-pc cook set, chocolate | 1,152 | 3.36 | 3,870.72 |
| 6 | 2 | Rhodes timer, mini-minder | 780 | 4.94 | 3,853.20 |
| 7 | — | Ekco peeler, stainless | 4,128 | 0.88 | 3,632.64 |
| 8 | 11 | Foley rolling pin | 762 | 3.86 | 2,941.32 |
| 9 | — | Foley measuring cup set | 674 | 3.37 | 2,271.38 |
| 10 | 16 | Foley 3-cup sifter | 1,116 | 2.02 | 2,254.32 |
| 11 | — | Ekco tongs | 2,904 | 0.70 | 2,032.80 |
| 12 | 6 | Range Kleen 8" reflector bib | 852 | 2.37 | 2,019.24 |
| 13 | 4 | Range Kleen 6" reflector bib | 1,008 | 1.96 | 1,975.68 |
| 14 | — | Ekco 12¾" pancake turner | 2,136 | 0.92 | 1,965.12 |
| 15 | — | Ekco 12" basting spoon | 2,100 | 0.92 | 1,932.00 |

### COOKWARE

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| 1 | — | Wer-Evr 12" chf pn, Bnty, SlvStn, Ald | 4,400 | 9.27 | 40,788.00 |
| 2 | — | Wer-Evr 10" chf pn, Bnty, SlvStn, Ald | 3,808 | 9.16 | 34,881.28 |
| 3 | — | Chilton 7-pc set, SlvStn, aluminum | 1,303 | 26.74 | 34,842.22 |
| 4 | — | Wr-Evr 10½"-sq grddl, Bnty, SlvStn, Ald | 3,600 | 8.96 | 32,256.00 |
| 5 | — | Columbian large roaster | 2,484 | 6.86 | 17,040.24 |
| 6 | 1 | Chilton 11" saute pan, SilverStone | 2,460 | 6.92 | 17,023.20 |
| 7 | — | Wer-Evr 5-qt Dtch ovn, Bnty, SlvStn, Ald | 1,100 | 14.50 | 15,950.00 |
| 8 | 6 | Chilton 7½" fry pan, SilverStone | 2,488 | 5.10 | 12,688.80 |
| 9 | 2 | Chilton 7⅞" saute pn, SlvrStn, Ald | 2,220 | 5.11 | 11,344.20 |
| 10 | 12 | Ekco 1"-dp cookie sht, Baker's Secret | 3,756 | 2.49 | 9,352.44 |
| 11 | — | Wr-Evr 3-qt cvd suc pn, Bnty, SlvStn, Ald | 800 | 11.43 | 9,144.00 |
| 12 | 5 | Chilton 11" grddl, SilverStone, Almond | 1,296 | 6.90 | 8,942.40 |
| 13 | 18 | Ekco ¾" dp cookie sht, Baker's Secret | 3,996 | 2.21 | 8,831.16 |
| 14 | — | Wer-Evr 2-qt suce pn, Bnty, SlvStn, Ald | 800 | 10.22 | 8,176.00 |
| 15 | 17 | Ekco oblong bake pan, Baker's Secret | 3,516 | 2.27 | 7,981.32 |

*(Continued on page 100)*



Discount Store News

PMA®

PRODUCT MOVEMENT AUDIT

## Push Fashion

*(Continued from page 98)*

Dimensions IV as a new dinnerware line and is featuring three colors on the trims that are part of the look for this item. They are cinnamon, almond and citrus.

The three 16-pc. sets scored as Nos. 11, 14 and 16 on the tabletop audit and the manufacturer will introduce 35-pc. sets at the housewares show as the step-up offering. Note that green wasn't used as one of the hues for the rim trim that is the hallmark of the design.

While fashion is important as a trade-up factor, and helps to ease the consumer acceptance of new products, the new item often has to make it on its own. When this happens, it means additional sales for the discounters who have latched onto the product.

In the fourth-quarter period covered by the PMA, few new items showed up because discounters and other retailers were concentrating their efforts on the basic nonelectric housewares that generate the tonnage movement needed to meet—and beat—previous housewares figures.

Among the new products that didn't make the audit was Pyrex's Sprout Farm kit for growing two different kinds of sprouts. It was No. 4 on the Pyrex report.

A 1-qt. microwave cook 'n pour bowl was new to the Corning Ware listing in the No. 2 spot; it denoted the steady inroads that microwave cookware has been making in traditional

*(Continued on page 100)*

## Microwave Ovens Hot; Mfrs.' Sales Dip in Appliances

CHICAGO—Manufacturers' shipments of major appliances were down 7.9% in September and 7% for the third quarter, continuing a nine-month trend triggered by the recession.

The Association of Home Appliance Manufacturers reported that shipments of all appliances except microwave ovens were off in September as movement fell to 2,477,700 units. Microwave oven shipments were up 27.1% to 383,400 units.

In the quarter, total shipments fell to 7,577,000 units, with only microwave ovens and room air-conditioners gaining.

Microwave ovens showed a 19.1% increase to 1,770,100 units. Air-conditioners jumped 115% to 724,800 units. The increase was due to the summer's intense and persistent heat wave.

Microwave oven shipments have increased each month compared to 1979's figures, the association reported, "due to increasing numbers of homemakers entering the working force, making the time savings the ovens offer increasingly important."

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*(Continued from page 99)*

cookware as microwave ovens grow in importance.

Two Lustro-Ware Super Cans showed up as Nos. 8 and 9 on the plastics chart. These are stepped-up garbage cans that guarantee longer life.

In cleaning and chemicals, Texize's 64-oz. Yes detergent was the top item. Its debut on the audit reflected the consumer demand for the product generated by extensive manufacturer promotions, including coupons distributed by mail and in newspaper inserts.

The limited number of new products that made the audit only pointed up the fact that staple, everyday sellers were the housewares that produced the unit and dollar movement that meant profits to discounters.

The glassware listing included three products from Durand, the first time that this supplier has broken into the report with so many items. Discounters and other retailers have been looking for more glassware vendors to obtain greater flexibility for their merchandising programs, and the use of sets from this manufacturer is one instance of this.

The dominance of step-up nonstick finishes in cookware has reached the point where only one item didn't have such a coating—and that was a Columbian large roaster (No. 5) which is a key item for the holiday period.

## Rebates

*(Continued from page 89)*

gories on the PMA, the trends to track include the first use of a quartz element for a styler/dryer and the addition of mist and quick-release features for curling brushes.

These features will be used by manufacturers and retailers to step-up styler/dryers, curling wands and brushes from the $15 and $10 average price, respectively, these personal care electrics had on the PMA.

Of the two hair care products, styler/dryers became the more basic category due to less recent innovation by manufacturers. It was outranked by curling wands and brushes in total unit and dollar movement.

The much stronger showing for curling wands and brushes reflects the growth of brushes as both a new product for consumers who haven't purchased any curlers and as a replacement for those who have curling wands.

At the same time, curling wands continued to maintain movement as there were many shoppers who didn't need or want a curling brush, and who purchased the wands. Six curling irons and six curling brushes each made the PMA, with the other two products being specialty hair care products for black consumers.

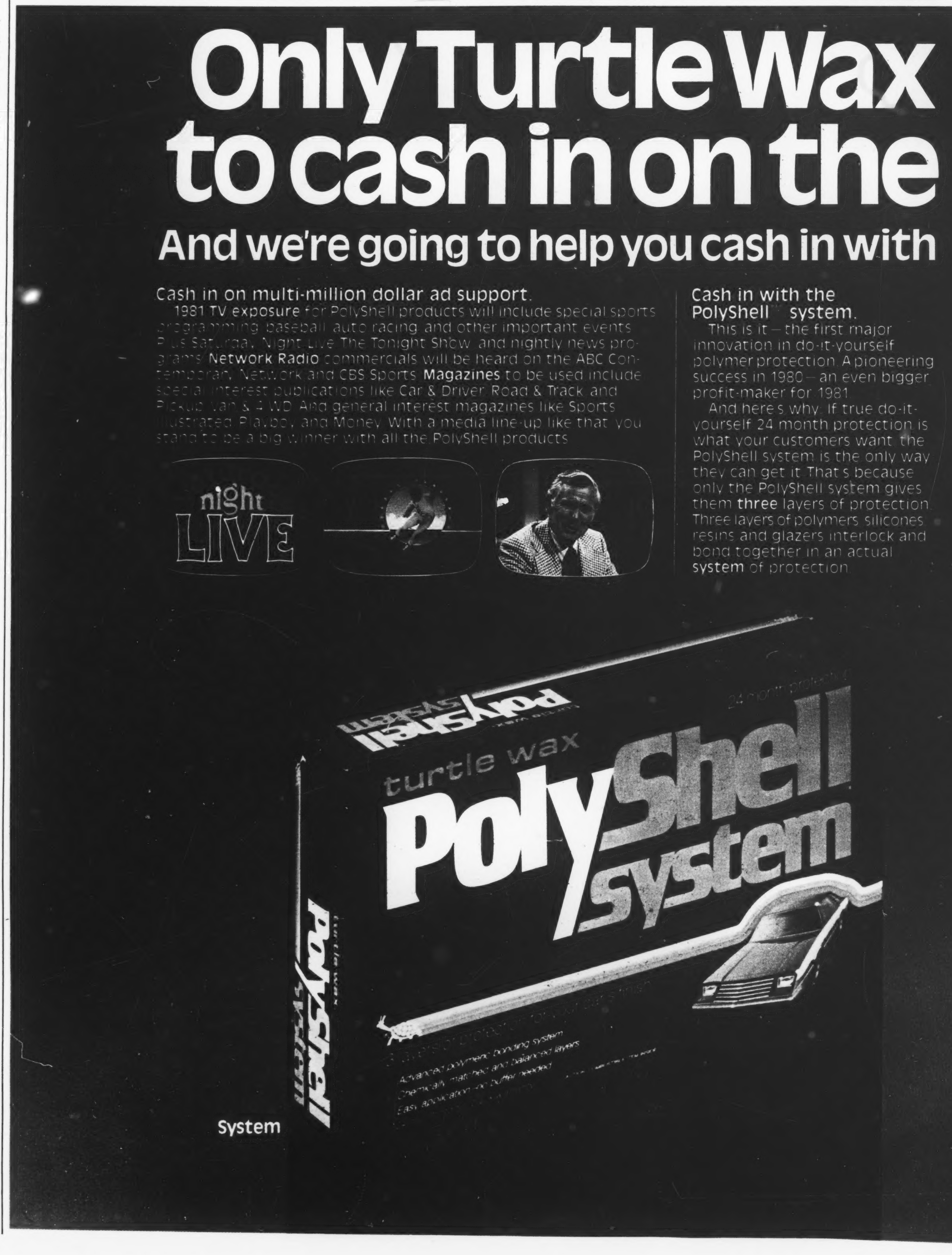
The listing, however, was paced by curling brushes, which are the better-selling of the two types of hair curlers.

## HOUSEWARES

*(Continued from page 99)*

| Curr. $ Rank | Prev. $ Rank | Item | Unit Movement | Average $ Retail | Total $ Movement |
|---|---|---|---|---|---|
| | | **PLASTICS** | | | |
| 1 | — | Fesco 20-gal trash can, avocado | 4,398 | 6.09 | 26,783.82 |
| 2 | 1 | Lustro-Ware 24-gal trash can w/tab, gr | 1,992 | 9.90 | 19,720.80 |
| 3 | 2 | Fesco 32-gal trash can, avocado | 726 | 11.98 | 8,697.48 |
| 4 | 6 | Lustro-Ware 11-qt heavy duty pail | 3,696 | 1.61 | 5,950.56 |
| 5 | 8 | Lustro-Ware 12-gal container, Spring-top | 840 | 6.89 | 5,787.60 |
| 6 | — | Fesco 32-qt tub, chocolate | 1,638 | 3.53 | 5,782.14 |
| 7 | 15 | Lustro-Ware 44-gal waste bskt, Flip-top | 1,056 | 5.31 | 5,607.36 |
| 8 | — | Lustro 6-gal Super Can green | 1,278 | 4.09 | 5,227.02 |
| 9 | — | Lustro 24-gal Super Can, green | 384 | 13.16 | 5,053.44 |
| 10 | — | Fesco 32-qt tub, avocado | 1,128 | 3.60 | 4,060.80 |
| 11 | 7 | Lustro-Ware 44-qt rect waste basket | 912 | 4.02 | 3,666.24 |
| 12 | — | Fesco 40-qt swing top basket, gold | 822 | 4.26 | 3,501.72 |
| 13 | — | Fesco 40-qt swing top basket, green | 804 | 4.17 | 3,352.68 |
| 14 | — | Lustro-Ware 4-pc bowl set w/cover, yellow | 1,104 | 2.83 | 3,124.32 |
| 15 | 14 | Lustro-Ware 1.1 bu oval laundry basket | 1,056 | 2.90 | 3,062.40 |
| 16 | 13 | Fesco No-Hands can, almond | 396 | 7.57 | 2,997.72 |
| | | **CLEANING/CHEMICALS** | | | |
| 1 | — | Texize 64-oz Yes | 14,298 | 3.07 | 43,894.86 |
| 2 | 1 | Stich Goods 8" Roll-o-Matic mop | 6,216 | 6.89 | 42,828.24 |
| 3 | 12 | Drackett 32-oz Windex refill | 20,700 | 1.09 | 22,563.00 |
| 4 | 5 | Purex 22-oz Sweetheart dish liquid | 31,572 | 0.59 | 18,627.48 |
| 5 | 7 | 3M 16-oz Scotch Guard | 5,304 | 3.47 | 18,404.88 |
| 6 | — | Johnson 16-oz Brite | 12,216 | 1.50 | 18,324.00 |
| 7 | 14 | D-Con Four Gone, single pack | 6,600 | 2.58 | 17,028.00 |
| 8 | — | Texize 32-oz Spray 'N Wash refill | 8,484 | 1.90 | 16,119.60 |
| 9 | 11 | Texize 32-oz Glass Plus refill | 15,300 | 0.98 | 14,994.00 |
| 10 | — | Purex Brillo pads, 10-count | 22,848 | 0.60 | 13,708.80 |
| 11 | — | D-Con 1-lb Ready-Mix pesticide | 7,578 | 1.76 | 13,337.28 |

Microwave ovens are bulked on a flat in Zodys, Stockton, Calif., by lessee Wards, with a few microwave cookware sets (available in the store-run housewares section). *(DSN photo)*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night
LIVE
turtle wax
PolyShell
System
24 month protection
Advanced polymeric bonding system
Chemically matched and balanced layers
Easy application - no buffer needed

System